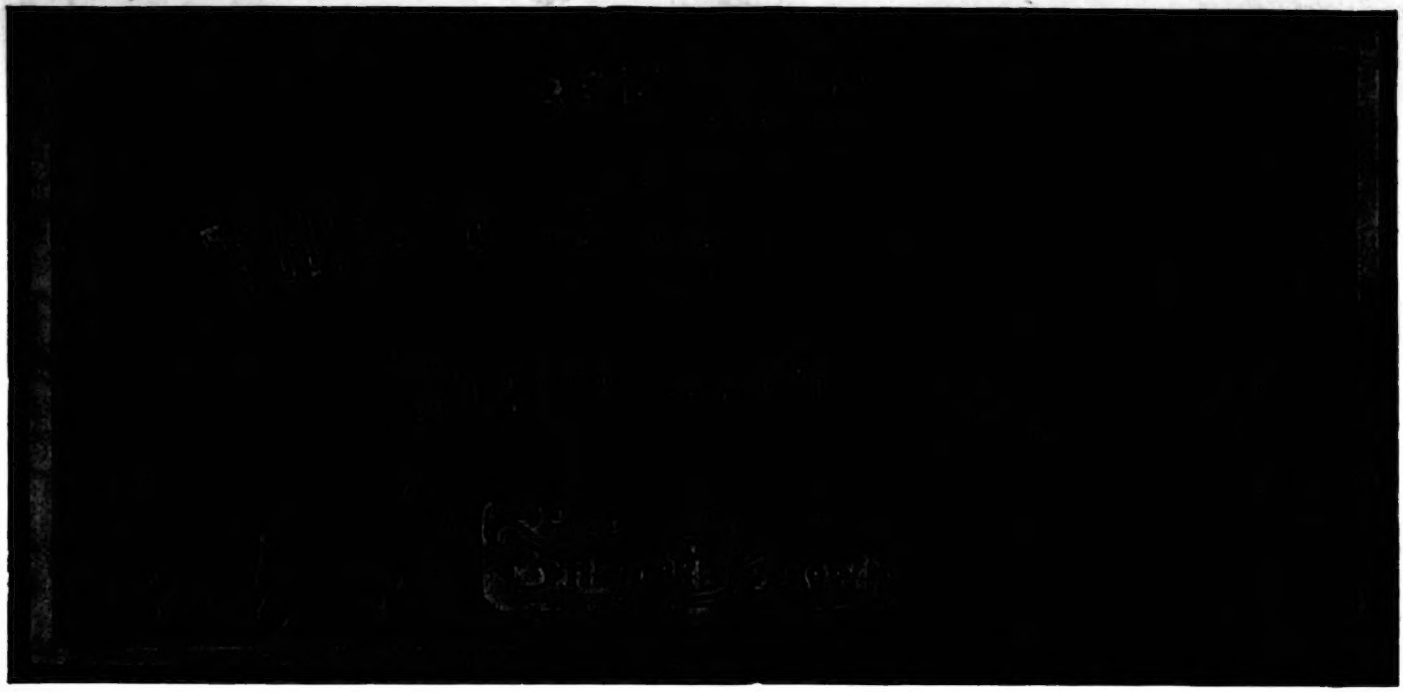


Incorporating "The Optical Magic Lantern Journal & Photographic Enlarger"
"The Lantern World" and "Cinematograph Chronicle."

No. 12.—Vol. 1. OCTOBER, 1905. 2d. Monthly.
By Post, 3/- per Ann.


# NOVEL FILMS.

Review of Scottish Volunteers.
The Adventures of a £100 Note.
While the Household Sleeps.
Pierrot and the Devil's Dice.
How he learned Japanese Wrestling.
Ascent of Barton's Airship.
The Channel Swimmers.

PAUL

Why the Typist was Sacked.
The Dancer's Dream.
Goaded to Anarchy.

*For Particulars of these and many other original subjects,*

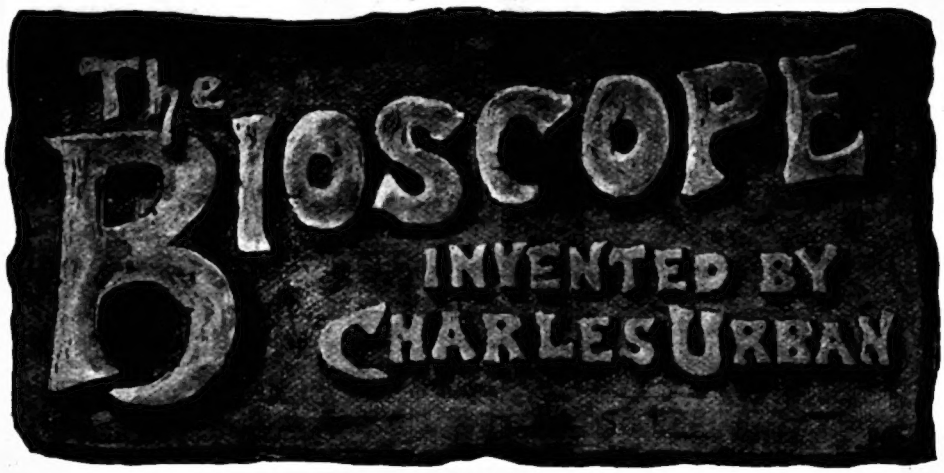
TO SUIT EVERY AUDIENCE,

SEND FOR LISTS TO

**Robt. W. Paul,** Animatograph Depot. **68, High Holborn, London, W.C.**

TELEGRAMS: CALIBRATE. TELEPHONE 4614 HOLBORN.

***And at Newton Avenue Works, New Southgate, N.***




**THE URBAN BIOSCOPE** is the Premier Machine.

**THE URBAN BIOSCOPE** requires no sub-title.

**THE URBAN BIOSCOPE** has never received any gold or leather medals.

**THE URBAN BIOSCOPE** has served as a model for the many cheap imitations now on the market. (These resemble our machine in appearance).

**A CHEAP IMITATION** of the URBAN BIOSCOPE is good enough for the cheap, incompetent Exhibitor who aspires to nothing higher than producing an indifferent and cheap show.

**THE URBAN BIOSCOPE** has been constructed to supply the wants of the conscientious Exhibitor who desires to produce the best results.

**THE URBAN BIOSCOPE** is not a cheap instrument, but an honest machine, built of the very best materials by expert mechanics and therefore is cheaper in the end.

All other Animated Picture Accessories we supply are of like **honest material, original design and best workmanship.**

*Apply for our latest Film Catalogue (320 Pages) sent Gratis.*

**CHARLES URBAN TRADING CO., LTD.,**

**48, RUPERT ST., LONDON, W.**

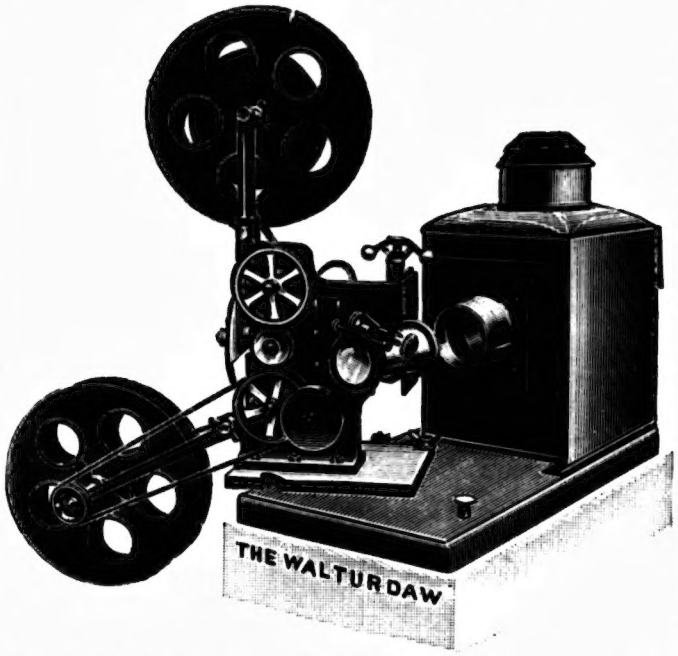
Telephone—3118 CENTRAL. Telegrams—"BIOSCOPE, LONDON"

# The "Walturdaw" Company, Ltd.,

— MAKERS OF THE —

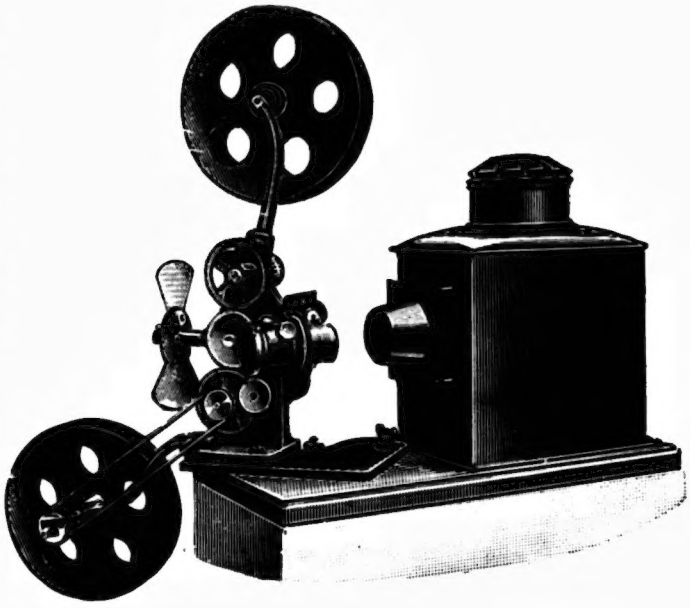
## "Walturdaw" Bioscope.

AUTOMATIC SHUTTER, PERFECTLY FIREPROOF.




Walturdaw Bioscope, No. 1, £25 complete.

Walturdaw Bioscope, No. 2, £20 complete.



## The Walturdaw Film Measurer

**Price £3 3s.**

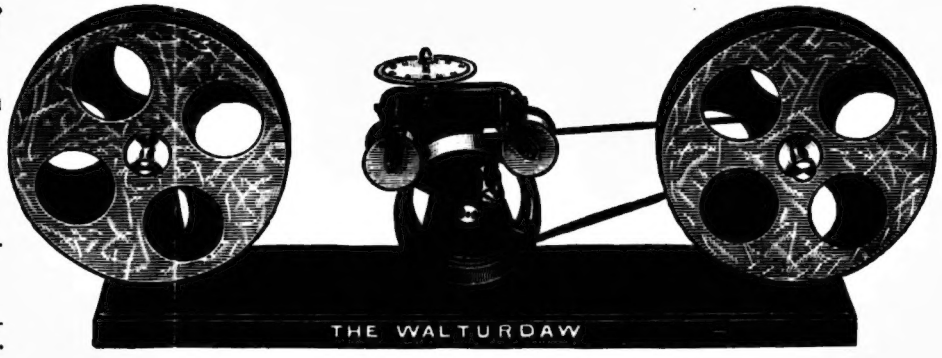
Purchase this—and measure your film; you will be surprised at the shortage against invoice

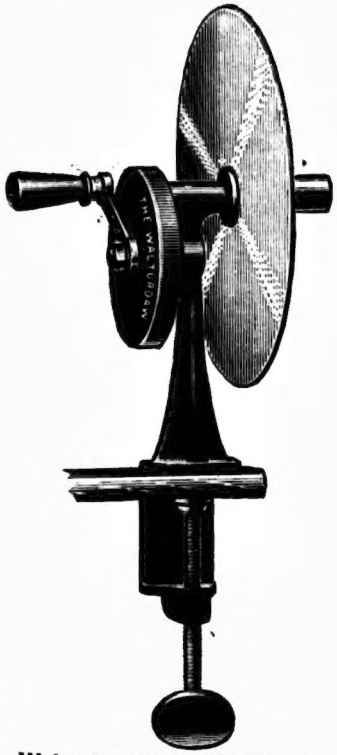
## The Walturdaw Co., Ltd.,

ARE

*Manufacturers & Dealers in everything appertaining to Animated Photography.*

Remember our LENDING LIBRARY of Films—Over 8,000 Film Subjects—All the Latest Pictures.



Walturdaw Rapid Film Winder, price 15/-

Send for Lists and Catalogues of the

**WALTURDAW SPECIALITIES.**

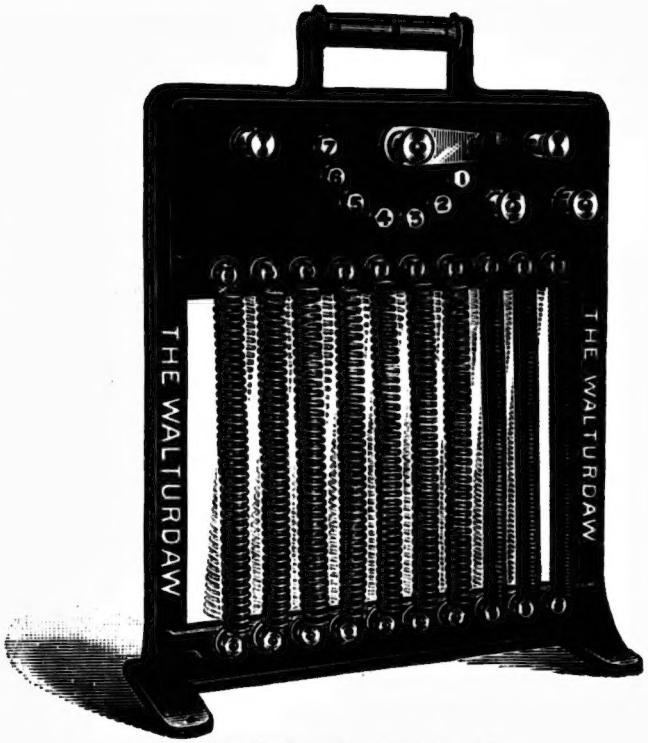
*Post Free.*

**The Book of the Bioscope.**
JUST OUT. PRICE SIXPENCE.

**THE . .**
**"WALTURDAW"**
**COMPANY, Ltd.,**

***3, Dean Street,***
***High Holborn,***
***London, W.C.***

*Telegrams, "Albertype, London."*
*Telephone, 4707 Holborn.*




Walturdaw Resistance, 10 to 50 amps, £3 3s. 0d.

# NEW FILMS.

**No. 39.—Father's Picnic on the sands** In six scenes of excellent quality and full of seaside humour. Length 256 ft. Price **£6 8s.**

**No. 35.—Drink & Repentance.** A Convict story in nine scenes. Exciting, pathetic and dramatic. Length 570 ft. Price **£14 5s.**

**No. 30.—The Pilfered Porker.** Tramp steals pig, exciting chase by crowd over ricks, gates, etc. Superb quality. Length 220 feet Price **£5 10s.**

**No. 36.—A Quarter Day Episode;** or, Its cheaper to move than pay the rent. Full of humour and comic situations Length 300 feet. Price **£7 10s.** (About out).

**No. 32.—She WOULD Sing.** A highly humourous film in five scenes Length 235 feet. Price **£5 17s 6d.**

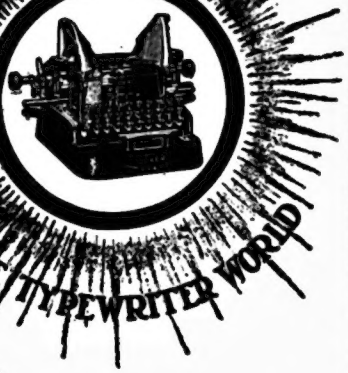
**No. 40.—Seaside in London.** A scene in Fulham Park. Length 130 ft. Price **£3 5s.**

**No. 41.—The Elephant at the Picnic.** Excellent Comic with beautiful scenery. Length 216 ft. Price **£5 8s.**

**Write for Price Lists of the Queen Bioscope.**
POST FREE BY RETURN.

**CRICKS & SHARP,**
7, GT. QUEEN STREET, KINGSWAY,
LONDON, W.C.
*Telegrams: Bioleseque, London.*
*Telephone 11414 Central.*

# THE BRIGHTEST LIGHT IN THE TYPEWRITER WORLD



The Standard Visible Writer — **The OLIVER Typewriter** — Its record has never been equalled

Puts all else of the typewriter world in the deepest gloom

Write for Catalogue

**OLIVER TYPEWRITER COMPANY, LTD.**
**75 Queen Victoria St LONDON E.C.**

# DARLINGTON'S HANDBOOKS

**Edited by RALPH DARLINGTON, F.R.G.S.**

**Visitors to London (and Residents) should use**

## DARLINGTON'S LONDON & ENVIRONS,

**By E. C. COOK and E. T. COOK, M.A.**

*47th Edition Revised, 5/- 21 Maps and Plans, 60 Illustrations*

**DARLINGTON'S HANDBOOKS, 1/- each,**
Llangollen: DARLINGTON & Co. London: SIMPKIN'S
Paris and New York: BRETANO'S.
The Railway Bookstalls and all Booksellers.

*Pattern A Generator.*

# Acetylene.

**The "INCANTO" Appliances for Lantern and Temporary Lighting purposes have proved the**

**BEST & MOST RELIABLE.**

**Thorne & Hoddle Acetylene Co., Ltd.,**
**151, VICTORIA ST., WESTMINSTER.**

# — New — Temperance Slides

PUBLISHED BY THE

## UNITED KINGDOM BAND OF HOPE UNION.

**The House that Jack Built.** A Temperance version of the nursery rhyme. Each slide bears the words which the picture illustrates. 10 slides.

**The Storming of Castle Alcohol.** An allegorical description of the evil work and final overthrow of Giant Alcohol. Each slide bears the verse which the picture illustrates. 12 slides.

**The Children and their Peril.** Eight slides illustrating an eloquent address by Archdeacon Wilberforce Reading, 4d.

A large variety of **TEMPERANCE SLIDES.** made from special Drawings and Photographs executed by first-class Artists under the direction of the Union, comprising Lecture Sets, Illustrated Hymns, Recitations, Diagrams, etc.

**Prices**—Plain, 12/- per dozen; Coloured in best style 24/- per dozen. Packing box and postage extra.

**LANTERN SLIDES** by any maker at above prices.

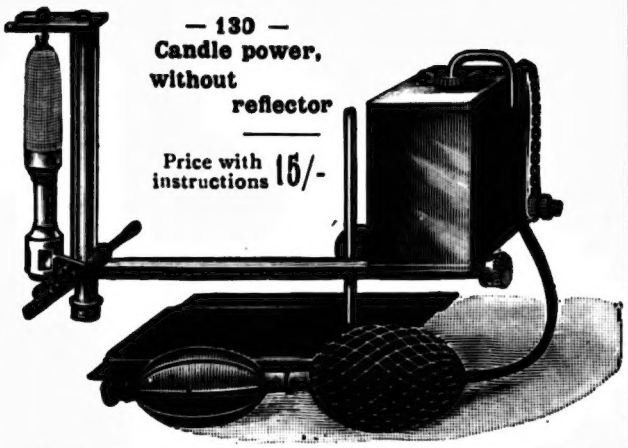
**LANTERN SLIDES & APPARATUS ON HIRE.**
A full list, with terms, etc., will be sent on application.

*The above prices are STRICTLY NETT, and for CASH WITH ORDER.*

ADDRESS—
**THE TRADE MANAGER, UNITED KINGDOM BAND OF HOPE UNION,**
**59-60, Old Bailey, London, E.C.**

# SOME OF BUTCHER'S NOVELTIES for 1906.

## The "META" Spirit Lamp.



— 130 —
Candle power,
without
reflector

Price with instructions 15/-

The META High Pressure Spirit Lamp has been introduced to meet the demand for an efficient lamp at a low price It is well made in copper, beautifully finished, and gives a brilliant white light equal to 130 c.p. With this lamp there is no smoke, smell or any fear of danger; it will fit any lantern.

## The "EVER-READY" Acetylene Generator.

Patent applied for.

**Perfectly Automatic.** **Free from danger.**

The Generator has been specially designedtomeet the requirements of Lanternists, Photographic Enlargers and others requiring a cheap but efficient and reliable piece of apparatus.

The body and all parts of the generator are substantially made and entirely interchangeable; the carbide container has a solid metal top carrying a double lever device which lifts a metal valve when the bell descends, and closes again (without the aid of corrosive springs) when the bell rises.

Granulated carbide is used with this apparatus.

The advantages of this generator are impossibility of an overmake of gas, can be left charged for any length of time. The absence of springs or any working part liable to corrode.

Price to hold 1lb. carbide.. £1 1s

New size to hold 3lbs. carbide.. £1 15s

## The "Junior Lecturers" Lithographed Lantern Slides.

### NATURAL HISTORY SETS.

This new series of slides will be greatly appreciated by teachers, lecturers, etc. The slides are beautifully colored and very transparent and will rank among the very best made.

745 to 750 (6 boxes) Animals | 754 to 756 (3 boxes) Reptiles
751 to 753 (3 boxes) Birds | 757 to 759 (3 boxes) Butterflies
760 to 762 (3 boxes) Sea Animals

**Price** per box of 8 slides with reading ... ... .. 2/-

### OUR COLONIES.

This series of slides are bound to be very popular. They are all well drawn and colored from recent photographs.

740 Australia | 742 South Africa
741 New Zealand | 743 Canada
744 India

**Price** per box of 8 slides with reading ... ... ... 2/-

**W. BUTCHER & SONS,** CAMERA HOUSE, FARRINGDON AVENUE, **LONDON, E.C.** (And of all Dealers)

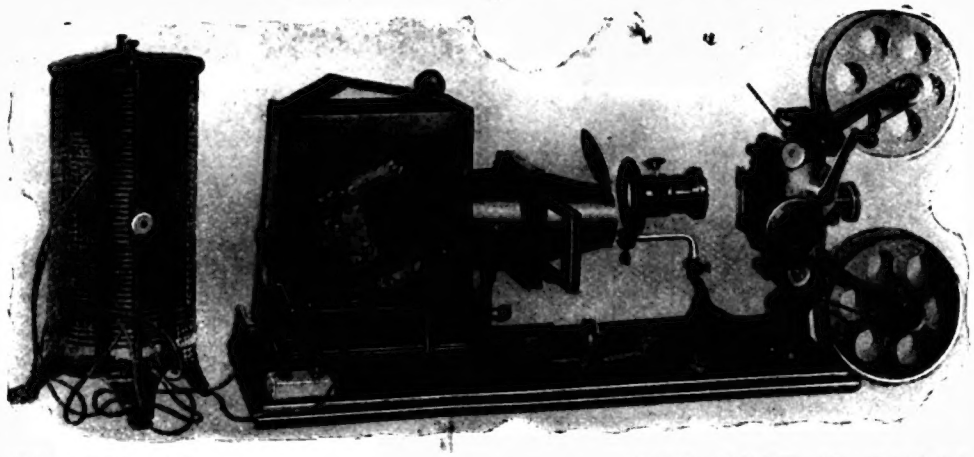
KINETOSCOPES

ORIGINAL FILMS

GENUINE

# EDISON

— The Leading Moving Picture Machine. —



Price £15 15s. 0d. THE BEST IS CHEAPEST.

**RUSSO-JAPANESE PEACE CONFERENCE**—*Scenes & Incidents.*

PORTSMOUTH, N.H., U.S.A.

The opening scene shows the Japanese and Russian Envoys departing from the foot of 23rd Street, East River, New York City, for Oyster Bay, Long Island Baron Komura and Minister Takahira of the Japanese party, and Mr. Witte and Baron Rosen of the Russian, are all readily recognised. The next scene shows the Envoys arriving at Portsmouth Navy Yard, and being received by Admiral Mead, All the distinguished guests come into full view of the camera, and are quickly recognised. A street procession is followed by the arrival of the Envoys at the Court House. The final scene shows the Envoys leaving the Hotel Wentworth in automobiles for the first conference in the peace negotiations.—No. 6, 118 Code VASQUEJAR.

Length 540 ft. Class A. £13 10s.

**HOW JONES LOST HIS ROLL.**—Length 575 feet.

**THE BURGLAR'S SLIDE FOR LIFE.**—Length 265 feet.

**THE SEVEN AGES.**

Beautiful tint effects. Length 415 feet.

**THE KLEPTOMANIAC.**

A successful film in ten scenes and tableau. Length 670 feet.

**THE EX-CONVICT.**

A film in a series of well acted scenes, showing the struggles of an ex-convict to redeem his past and lead an honest life. A very effective pathetic story. Length 660 feet.

**PARSIFAL.**

Films of Wagner's masterpiece, dramatically and photographically perfect, specially posed and rehearsed with the identical talent, scenery and costumes used in the original dramatic production. Complete illustrated lecture and musical score furnished with each film. The greatest religious production in moving pictures since the Passion Play. Length 1975 feet.

NONE GENUINE WITHOUT TRADE *Thomas A Edison* MARK LOOK FOR SIGNATURE.

**A large variety of subjects to meet all requirements and new sensational films constant y arriving**

*For Catalogues and Full Information address:*— **Dept. O.,**

## Edison Manufacturing Company, Ltd.,

**European Headquarters for Edison Laboratory Products.** 25, CLERKENWELL RD., LONDON, E.C.

# The Optical Lantern

## and Cinematograph Journal.

## NOTICES.

**Publishers.**—Heron & Co., 9 & 11, Tottenham Street, W. Telegrams, "Heronicus London." Telephone, 4777 Gerrard.

**Wholesale Agents.**—F. Brett, 5, Pilgrim Street, E.C. John Heywood, Deansgate, Manchester. W. Lawrence, 5, 6 & 7, Sackville Street, Dublin.

**M.S.S.** -M.S. must be written or typed on one side only, with a margin.

**Correspondence Column.**—Letters of General Interest to our readers are invited.

**Payment for Literary Work.**—We do not pay for copy used according to space occupied, but according to value.

**Subscription.**—Single Copies, 2d. Post Free, 3d. Twelve Months, post free, 3/-

**Advertisement Rates.**—Per insertion, discount for series.

| Whole Page | ½ Page | ¼ Page | 1/8 Page | 1/16 Page |
|---|---|---|---|---|
| £4 0 0 | £2 2 0 | £1 2 6 | £0 12 0 | £0 6 0 |

Facing Back or Front Matter

| | | | | |
|---|---|---|---|---|
| £3 18 6 | £2 0 0 | £1 1 0 | £0 11 0 | £0 6 0 |

Ordinary Position

**IMPORTANT ANNOUNCEMENT.** With this number we complete the first volume of the OPTICAL LANTERN and CINEMATOGRAPH JOURNAL. Before launching out in gigantic and expensive schemes, we determined to feel the pulse of the trade as to whether such a magazine was needed, and the success and support during the past twelve months assures us that the future is full of promise. When we started we were faced with many difficulties, and a number of the trade, although wishing us well, said there was no room for such a journal. We have proved that they were in error. The experience gained in the past year will enable us to considerably improve our pages, and arrangements have been made for many new and entertaining features. It has been pointed out to us that many an operator would be glad to subscribe, but that our price prohibits. We have therefore decided to reduce the price to **2d.** or by post, directly published each month, for **3/-** paid in advance. The size and style of the journal will be maintained, and we trust this new arrangement will induce many who have hitherto purchased single copies, to send in their subscriptions, and thus be certain of an early copy. The lower subscription should allow everyone connected with the trade to subscribe, and advertisers cannot but be benefitted by the increased circulation. Those who have already paid at the old rate will be credited in full and copies sent until the amount is exhausted, unless they prefer the surplus returned which the publishers will do on application.

**THE L.C.C. AGAIN.** The London County Council has done much for the public good, but whether their so-called progressive spirit should not be checked is now agitating the breasts of many a ratepayer, who believes they are going too far in seeking alterations which necessitate expense, and cause much inconvenience with questionable gain. Once more they are threatening trouble in our profession, for it is reported that they intend making an order that the lights in theatres are to remain up, even when the

performance is taking place. To say that the lights shall never be lowered while the audience is assembled is ridiculous, and would destroy all the beautiful effects of the present day stage. But, how would it effect cinematograph exhibitions? Of, course, it would wipe them out of existence. By all means let them make a rule that a man should stand at the switchboard ready to raise the lights on emergency, for this no manager would object to, but to say that there shall be no performance which needs total darkness in the auditorium is against reason and we hope may never come into existence.

**SOMETHING LIKE ENTERPRISE.** Persistence, hard work and grim determination to obtain success, were shown by Mr. Paul's able manager, Mr. J. W. Smith and his assistants, at the recent review by the King last month. Accompanied by members of the dark-room staff, he travelled all Saturday night arriving in Edinburgh at 7.30 on Saturday morning, and after breakfast, immediately proceeded to fit up the dark-room. Water had to be laid on, developing tanks erected, printing and perforating machines fixed, and the most important item of all—the drying room was arranged, where special heating apparatus had to be fixed. Everything was ready by seven o'clock Sunday night. The call being made for six o'clock on Monday morning, certain members were despatched to take up their positions at the Royal Review, and others were sent to the railway station to take the King's arrival, all returning to the dark-room as soon as possible after the Review, and work was immediately commenced. By persistence and no stopping for meals, five prints were shown the same night; two in Glasgow, one in Dunfermline and two in Edinburgh. This, however, was not the finish of the work owing to numerous orders coming in, and all had to work till 9 o'clock on the Tuesday morning, when after 27 hours' hard work, all retired to their bed thoroughly tired out, and after three hours' sleep, they went at it again. This is certainly very smart work and goes to prove that Mr. Paul and his manager have their eyes open for topical events, and do all they can to look after their clients, and help them to keep their exhibits thoroughly up-to-date.

**FILMS V. FIREWORKS.** The past summer has produced one more idea for the use of the optical lantern. We refer to outdoor shows. In the past it has been argued that the lantern is only for winter use, and during the summer months it can be packed away and stored until the dark days come round again. During this summer, however, the lantern man has been very much in evidence at Al fresco shows. Garden parties have had their cinematograph displays, which have been a successful novelty. Again, screens have been erected on sports grounds and after the hard work of the afternoon and evening, thousands have enjoyed the living picture display which has taken the place of the fireworks. Carnivals at the seaside have even indulged, for we have seen a huge screen fixed to buoys and towed out and the films projected from underneath the pier head, to the delight of not only the crowd on the pier but numbers along the coast. Last summer was undoubtedly the most successful, as far as the number of lantern exhibits are concerned, of any of its forerunners, and we can congratulate the showman who is up to the times on now being able to obtain a living "all the year round."

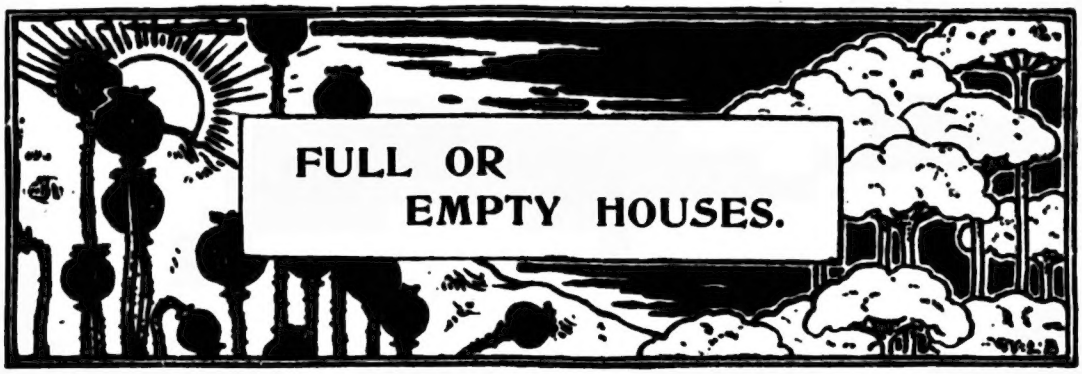
**THE CINEMATOGRAPH "AT HOME."** Living pictures have quite superseded conjuring, juggling and similar entertainments for "at homes" and evening parties, and their popularity at these functions instead of waning is on the increase, and the coming winter is likely to be one of the busiest seasons known. Last winter the demand exceeded the supply and agents were at their wits' end for smart shows. To succeed at this, one must be alive to the fact that the hustler comes out on top and that, if business aptitude is infused, the man who strikes out for himself and who is a hustler stands a chance of big engagements, and a more satisfactory return than the man who works for the agent. It is not difficult to start, for what

BRITISH MUSEUM

is more simple than to get out an attractive circular, setting forth the merits of the show, and a list of the films, and post them to those who are in the habit of entertaining adults and children.

**MONEY MAKERS.** To the man who gets plenty of this business it is a money making game. In the houses of the rich little heed is paid to the charge, as long as a satisfactory entertainment is procured. The rich and prosperous man of the "hail-fellow-well-met" class will not ask for terms, but send a cheque for ten guineas if such a charge is made, and he thinks he has had value. Of course, for this ten guineas a special film can be hired, so that he receives more than the man who can offer only a small amount. The man who is careful about money matters must be treated accordingly and three guineas can be recognised as the maximum amount to be charged. It is wise to limit the entertainment to one hour, as at private gatherings a longer period becomes wearisome to those who are anxious to "get on" with the supper or gossip. A four foot picture should suffice for both these shows, and acetylene gas or the Nernst-Paul burner are both useful on account of their portability and illuminating powers.

KEEP UP TO DATE BY SUBSCRIBING TO THIS
BRITISH MADE FILMS ALL AT 6D PER FOOT
OPERATORS GUILD
NEW FILMS
TRADE LEADERS
WHATS YOUR PROPOSITION CHARLIE?
5D A FOOT ? HOW DOES HE MANAGE THAT?
WHAT'S HIS LITTLE GAME NOW?
5D DE FOOT ANYWHERE YOU LIKE
No. 1 THE FILM CRISES.




## A Lesson in Advertising.

IT is not always the best show which obtains the largest audience. More especially is this so where it is a travelling company, exhibiting at each town for one week only. The real secret of attracting people is to issue alluring advertisements which will rouse their interest and make them want to know more about the entertainment, for no matter how good it may be, it is only by advertising the fact that people will attend.

It is surprising, when one considers how popular and how eagerly looked for the living picture "turn" now is, that managers of the theatres and halls do not more extensively lay stress on the value of the films that are shown. Read through the first showbill you come across, and in nearly every instance you will find (we will admit, in rather large type) just the bare announcement of "the Biograph" or "the Edisonograph," and nothing to inform the reader what it is going to do. Such advertisements mean nothing, for people do not go to the entertainment to see the machine, in fact, our County Council laws jealously prevent them by enclosing it in an iron box. No, they go to see the pictures projected by the instrument, and do not care twopence how good or how modern that particular instrument may be, as long as the films and subjects are novel, interesting, or popular.

We feel that the man who does the advertising has not risen to the occasion. Instead of advertising the machine, let him issue a striking description of the best subjects which are to be shown, and give in detail any special particulars that may relate to a certain series. Should he have a coloured film let the reader know it. Many who read the announcement may never have seen a coloured film, and would doubtless be attracted. Emphasis should also be laid on the fact that new subjects have been recently added, and that, unless they are seen at that particular moment, the chance of seeing them may be lost.

Mere statement of fact, unfortunately, does not carry much weight nowadays; and if the advertisement man determines between what is absolutely falsehood and what is just a highly painted illustration, he can set forth an announcement which will interest the readers, advertise the show, and induce people to visit the establishment in order that they may realise for themselves all the good things he says are being offered. As a slight idea of what we consider the difference between an attractive poster and an ordinary announcement, we have printed two copies on the opposite page. One contains an announcement which makes the readers anxious to avail themselves of the good things shown, whilst the other is of an every-day type, quickly read and immediately forgotten. Not only does this apply to posters, but to all advertising literature, including handbills, window bills, and newspaper advertisements.

The question of how best to advertise,

## THE ORDINARY POSTER.

# THEATRE ROYAL,

***DEREHAM.***

ONE WEEK ONLY.

**— Saturday, October 7th to 14th inclusive. —**

Doors open 7.30; commence at 8 p m.

Dale's Marvellous

# CINEMATOGRAPH

**Change of Film Nightly.**

— LATEST SUBJECTS. —

**Special Matinee,**
**Wednesday and Saturday.**

**Children Half Preic.**

## THE ATTRACTIVE ANNOUNCEMENT.

THEATRE ROYAL,
DEREHAM.

**— Saturday, October 7th to 14th inclusive. —**

UNIQUE AND MARVELLOUS COLLECTION OF

# LIVING PICTURES

Projected by the Latest Improved

**——ELECTRIC BIOSCOPE——**

(Operated and managed by Mr. D. HARRISON.)

An expensive collection of Original Films will be shown, including the following.—

A NEW SENSATIONAL STORY

**"THE VENDETTA."**

Brimming with excitement and thrilling scenes and with suitable music and effects.

## WHALING

A wonderful series pourtraying the struggle between the whalers and the monster of the deep; showing the capture, killing and cutting up of a giant weighing 70 tons.

NEVER BEFORE EXHIBITED IN THIS TOWN

The Educational Film—

## HOW WE ARE POISONED

Analysts at work on adulterated foods, Apparatus and Assistants in Laboratory, showing the tracing of arsenic in beer by electrolytic method; testing jam containing glucose made from rags; bacilli living in tinned salmon and contaminated goods.

***Descriptive Lecturettes by Professor BUNKUM.***

Concluding each day with

## LIVING LOCAL LIGHTS

A series of scenes taken in this town, showing many of your neighbours and **perhaps yourself** at your daily avocations.

DURING THE CHANGING OF FILMS SOME SPLENDID HAND

## Coloured Lantern Slides

WILL BE SHOWN.

**Doors open 7.30; commence at 8 prompt.**

***Two Hours' Entertainment,***
***Education and Amusement.***

whether by newspapers, posters, handbills, or in what particular way must be decided by each individual agent. What suits one town would be undesirable in another. In some localities we have found that a poster displayed on the hoardings is recognised as belonging to the same category as an advertisement for a travelling circus or a penny gaff. In such a town as this, the local papers must be depended upon very considerably to bring in returns for money judiciously spent in their columns. In another town too liberal a posting of placards cannot be indulged in, and here will be found the advantage of delivering handbills from house to house, or strung and left at hotels, railway stations, etc., so that they may be taken by the passers-by.

It should be remembered that it is cheaper to have 500 posters of one kind than 100 each of five different wordings. The continual appearance of the same poster makes a lasting impression, and consequently the reader begins to have its striking lines fixed on his mind. Most likely, after casually seeing the poster once or twice, he will ultimately stop and carefully read it through, and if the matter is attractively put will want to know more, and finally visit the show.

But do not have 500 posters if only 200 are to be exhibited. Our experience of bill posters warrants the belief that they are not to be trusted. They want to keep too many of the bills back in case they have a rainy day. If you pay for 500 to be posted, mind that 500 go on the hoardings, your printer will gladly rush off another 500 if the rain destroys the first edition.

If sandwich men are used to take these posters round, you should stipulate with the firm who engages them that they should be neatly dressed. A dirty looking scamp between the boards is not a good walking advertisement of a first-class show. He gives the impression of slovenliness of detail and a poverty stricken exhibition. Dress him up ever so cheaply in a plain uniform or even with only a cap, and a different tone is added to the advertisement which attracts the right class of audience. Remember it pays best to get four people to take 5/- seats than ten at 1/-.

Bright catchy sentences are always allowable for roadside advertisements, and even those which may not be considered dignified are sometimes permissible on street placards.

If the location of the hall is known or it is in a small town, there is no need to use space for the address, the name of the hall is enough, and extraneous matter only fills what is really valuable space.

Do not let originality in your announcements take the place of directness and simplicity. See that the principal attractions are thrown out in type that can be read upon the other side of the street.

If no one in the town is using bright red for their poster, use that colour yourself so that you may be unique, and your advertisement stand out differently from the other people.

Avoid fancy lettering for poster work. Remember that the readers are either riding or walking, and may not pause to read the posters the first time. If they can be read without effort and without turning the head they will make an impression upon them. Artistic arrangements intermingling with various colours, fancy borders, pictures, etc., should be avoided, unless very unique and startling ideas are embraced in them.

Do not print at the top of your handbills and posters the useless words, "Notice" or "Important"—they mean nothing. If the advertiser has something to announce, let the heading say so, or directly lead up to it. Carefully examine other firms' announcements, and make a mental note of those features which you consider good, and which no law prohibits you from copying or improving upon.

We trust in this short article a few new truths with regard to advertisements may be discovered; but we would emphasise strongly that the advertising manager cannot expect to obtain successful results unless he carefully prepares a plan of action and a scheme for the advertising of each show. Let him agree that he will spend so much in a certain town, and then work out a system which he considers will bring him the best returns for the outlay.

His printer will advise him on technical matters; but he must be prepared with the knowledge of what he wants before visiting the printer.

# TRADE ORGANISATION NEEDED AMONG OPERATORS.

## A DECISIVE AND UNANIMOUS REPLY.

DURING the twelve months we have existed, we have from time to time received letters suggesting that we should take up certain trade grievances and try to form a standard, so that the genuinely trained operator might be dissociated from the numerous make-believes who have usurped his position. We felt reluctant to assume command or to start an agitation which we felt must necessarily cause friction to a certain section in the trade, and it was with trepidation we opened up the matter in our last issue; but to our surprise the scheme has been received with open arms by manufacturers, dealers, and the man whom it will most effect—the operator.

### THE TRADER.

We cannot publish replies from the maker, the dealer, or the exhibitor, but in our personal interviews with these the opinion was decidedly in favour of such a Guild, and the thought was unanimously expressed that the quality of the living picture show would be considerably enhanced if the operators had the means of thoroughly acquainting themselves with even the rudiments of their profession. It was admitted on all sides that, considering the dependence they had to place on the man at the lantern, how limited were his means of obtaining instruction, and how isolated he is from his *confreres*, that a Society which would bring him into closer touch with the subject, which would allow him to mingle his ideas with others, and would help him to rise above an ordinary automaton, could not but benefit the community.

### THE OPERATOR.

But it was to the operator we directly addressed our article; and so unanimous and ready has been the response that only one decision can be arrived at, and that is that *trade organisation is needed and desirable*, and that it behoves all branches of the trade, wishing its continuance in a healthy and successful manner, to join hands and band themselves into a Guild for the common good. We have many operators subscribing to our Journal and our reduced subscription should add more. Naturally these are the men who take interest in all matters relating to their profession; but a goodly number do not know that there is a magazine devoted to the trade, and these are difficult to reach. But those who do read our pages have quickly responded, and have accorded the scheme their support, as the following extracts show:—

### THE PULSE OF THE OPERATOR.

#### A GREAT ADVANTAGE.

Mr. H. B. HURST, of Derby, writes:—"I have thought for some time that a trade Guild would be of great advantage to those interested in lantern work, and am pleased to know that some person who is in a position to place the matter before the lanternist has taken the matter up."

#### TECHNICAL CLASSES WANTED

Mr. S. C. LEWIS, of Yew Tree Cottage, Llandewi, Skirrid, Abergavenny, writes:—"I note that you are taking up the question of a trade Guild. I am sure it is much needed, and should receive the warm support of every operator. As you mention in

your article, none of the technical classes take up the subject. It would be a great boon to many, who are desirous of entering the profession, if classes could be formed in certain districts, where anyone could undergo a course of instruction."

### DEPENDS ON THE MANAGERS.

Mr. HASTINGS PHILP, Operator to the Modern Marvel Co., says:—"The idea is certainly good, but can it be successfully carried out? And, if carried out, will it be of much permanent benefit? These are the questions which naturally arise, and to which the answer seems somewhat doubtful. To my way of thinking it depends largely on the managers. There is no doubt that a man, possessing among other qualities the requisite optical, chemical, mechanical, electrical, and photographic knowledge, which goes to the making of a first-class operator, is entitled to some recognition, some status, some diploma, which should differentiate him from the mere baggage-man with a knowledge of lime and light; but how will the managers, the employers, look at the matter? Possibly, the manager engaging the cheapest operator offering, will say: 'Yes, I know the salary I pay is not large, but I find no difficulty in getting the work done to my satisfaction, so why should I engage a member of the Guild who will cost me more and be no better?' The rare manager who pays a first-class salary will argue: 'What have I to do with the Guild? I engage the best men obtainable, and I don't feel called upon to replace them with members of the Guild, who may, after all, serve me no better, possibly not so well.' The object of the Guild should be to inspire the confidence of managers from the first, so that, in the first case, the manager would be brought to see that his own pocket would benefit by the engagement of a first-class operator; and, in the second, that his continued success could only be assured by the engagement of Guild members as vacancies occurred."

### SENSIBLE REPLIES.

Mr. G. W. LAUGHTON, of Church Street, Conisbro' near Rotherham, says:—"I am in favour of a Lantern Operator's Guild, and will subscribe and support to the utmost of my power."

From Mr. E. TASSIE, of the Edisonograph, The Gaiety, Chatham, Kent, a similar reply comes.

Mr. JAMES H. BENNETT, of 159, Wolverhampton Street, Dudley, Wor, says:—"Just the thing that is wanted, I will subscribe and support."

### WOULD GO FURTHER.

Mr. CHAS. CLARK, 39, Elliott Road, Chiswick, W. writes:—"I am in favour of a Lantern Operator's Guild, and would go further and invite County Councils to establish a system of Examination and Licensing. I will become a member and would willingly pay 5/- per annum subscription."

### MAY ELIMINATE THE INCOMPETENT.

Mr. F. MULLY, of 7, Great Queen Street, Kingsway, writes:—"Yes, I am in favour, as it may have the effect of retaining the better class of men in the business and eliminating the incompetent. I will subscribe and support."

### WANTED FOR SOME TIME.

Mr. PAUL WOOD, of Vernon's Bioscope, People's Palace, Sunderland, writes: "Certainly I am in favour. We thought it wanted for some time past, and especially so after reading a rticle in your present number. The only thing is, can such a Society do away with the incompetent man, who is always ready to replace the competent operator, at a small salary? I shall be pleased to do all I can for the promotion of such a Society when formed on thorough business lines, and shall be only too pleased to pay an annual subscription."

### RELIEVE A LONG FELT WANT.

Mr. BOB BELL, of the Hippodrome, Huddersfield, writes:—"Regarding the proposed 'Operator's Guild' it is a good idea, and will relieve a long felt want. I think it will be a step in the right direction towards the perfection of animated picture exhibitions. I like the drift of those letter extracts published in this month's journal, and I thoroughly uphold the second stated object of the proposed Society. I have tried all over the British Isles to find if there was any authority through which I could become a certified operator, and the nearest I have been able to get is the London County Council's permission note, to give exhibitions at various times. Now, I am a mechanic, and have references and testimonials for the use of power or machinery, in either gas, steam or electricity. I have been working cinematographs for the last seven years, and have never had an accident. I think it rather hard that I sometimes follow a man who is not a qualified operator, is careless, does not understand his machine, etc., gets mixed up, and has a fire; consequently, I have to fix up and work in the presence of five or six town councillors and one or two firemen, and have to put up with sarcastic remarks and questions from people who are entirely ignorant of the profession. I am in favour of the proposed guild, will subscribe and support the same."

### THE L.C.C. SHOULD ASSIST.

Mr. J. B. RANDON MIDLAND, of 44, Lorimore Road, S.E., replies to all three questions in the affirmative, and informs us that he has just written to his representative on the London County Council urging him to see that all lantern work on that body is done by *lanternists*, and not by outside trades or schoolmasters as overtime.

### WAITING PARTICULARS OF MEMBERSHIP

Mr. W. CLARK, from Urbanora, is in favour of the Guild, and would become a member when the particulars of membership have been indicated, and would support the Society to the best of his power.

### PROPOSED IT YEARS AGO.

Mr. ARTHUR RICHARDS, of 3, Moss Street, Garston, Liverpool, says:—"Such an institution should be of excellent service to every operator, and I personally most cordially endorse and support this proposed Guild. I should like to point out that I proposed a similar Society for the benefit of cinematograph operators some years ago, but owing to the indifference of the majority let the matter drop. I shall be pleased to receive further particulars, and I enclose a list of addresses of several of my operators, who, I am sure, would be pleased to support this movement."

### EXHIBITORS GUILD ALSO NEEDED.

Mr. T. HORSMAN, of the Palace Theatre, Derby, says:—"Enclosed please find subscription to your pleasant and instructive paper. In reply to your communication *re* Operators' Guild, I should think

there is plenty of room for some such organisation, and am of opinion that some form of examination is necessary if membership is to be considered something worth having, but there would be difficulties in deciding the form of the examination. If every one who pays 5/- is to be admitted, I don't think we should be any better off. It is certainly time the cutting of prices by exhibitors was stopped, as in the majority of cases it is the operator's wage that suffers. As manufacturers of films have several good schemes to keep a standard price, an operator cannot reasonably expect his boss to pay him a good wage and lose on the show, so he has to put up with low money or leave the business, if he happens to be employed by one of the price-cutting firms. It seems as if a Guild is needed amongst exhibitors as well as operators. I will support the Guild if run on sensible lines."

Mr. F. T. WALKER and Mr. A. F. WRIGHT give us a most emphatic "yes" to all three questions, and from Sheffield the only negative is signed by "J. McA. B." This man evidently is one of the dirty beer-drinking outsiders who ruin the profession, and his reply is worthy of him. We are glad he replied in the negative, for undoubtedly he would not have been admitted.

Mr. CHARLES HAYWARD, of the Empire Palace, Wolverhampton, signs a most emphatic "yes" in reply to the questions.

Mr. A. R. HARRISON, writes from the New Empire, Rochdale:—"I will most certainly support anything to uplift the trade generally."

Mr. J. WOOD, of the Raymond's Bio-Tableaux, at the Empire Theatre, Burnley, Lancs., says:—"Yes, certainly," to all our queries, and orders all back numbers of the Optical Lantern Journal."

Mr. H. HOUSE, of 81, Oakfield Road, Penge, S.E. thinks a Guild would be a great advantage to all operators, and he would support such "with pleasure."

### TEN SHILLINGS A WEEK!

Mr. C. E. RALPH, 46, Ashford Road, Mutley, Plymouth, an operator of 12 year's experience, writes:—"I am greatly in favour of forming a trade union or guild, and shall be pleased to render assistance by working in conjunction with my fellow colleagues. Something is decidedly wanted that will enable the practical operator to obtain better remuneration. When in Glasgow I was brought into touch with two operators, working for the princely salary of 10/- per week. One was a baker, and the other a clerk in a shipping office. If only for the safety of the public, this thing should be stopped."

### HEAD OF A HUGE BUSINESS SAYS "YES."

Mr. J. H. WHITE, the Managing Director of the Edison Manufacturing Co., would support the Guild, and gives a definite affirmative in reply to all three questions.

### QUITE TIME IT WAS INSTITUTED.

Mr. FRASER D. GORDON writes from 4, Langley Mansions, Vauxhall Park:—"I am of opinion that it is quite time a trade Guild was instituted, and how better than through your estimable journal. A trade Guild such as you propose cannot fail to be of benefit both to employer and employee. At present, when an employer wants an operator in a hurry, he has to wire to two or three people asking if they are at liberty, etc., which takes both time and money, but with your trade Guild the business could be settled in an hour, and he is certain of his man. The trade Guild would also act as a club, where operators could associate with one another, and exchange views as to the fitting up of circuits at different places. And with time would come branches at all our big provincial centres, such as Glasgow, Liverpool, Birmingham, etc, which would do away with the long distances some operators have to go to join their shows, and arrive hot and tired with, perhaps, only a quarter of an hour to fit up in. I am certainly in favour of a trade Guild, and will do my utmost to forward its interest."

### SHOULD BE SUPPORTED BY BOARD OF TRADE.

Mr. J. H. WHITTINGTON writes from Bury:—"My views with reference to your Lantern Operators' Guild are that, had we all been in union in such a Guild some time past, we should have had better pay and better pictures. It would be more satisfactory to the master as well as the operator. Such a Guild should be forced and supported by the Board of Trade owing to fire risks and loss of life through fire and panic."

## "START, AND IF SUCCESSFUL I'LL JOIN."

Many operators promise support when the scheme is fully launched, and their letters, although they approve the scheme and desire its establishment, are not of a very helpful nature.

We think, however, to ensure rapid progress towards the practical formation of the Society we have in mind, a still greater enthusiastic response to the invitation for suggestions must be forthcoming from them. When once established we have no fear of the future, and to those who send these half-hearted replies we wish to impress the importance of definite assistance at once. The management will be by a Committee appointed by themselves, and their views will have weight if accorded at the start.

## THE PROGRAMME.

A superficial view alone of the present state of the cinematograph industry suffices to indicate the pressing need for organisation; but exactly upon what lines a Guild must or should be founded time alone can show. We do not propose to rush hastily

into a policy that would give rise to friction between the various parties concerned, or that would require severe modifications. We prefer rather to wait till all have aired their views on the subject, and when the time is ripe for definite action, we shall hope to conceive the most rational and beneficial policy to pursue. With this in view, we urge upon the trade and profession to speak their minds through the medium we place at their disposal, and look for such communication as will enable us to prosecute the mission we feel devolving upon us as the only Journal through which the formation of a really serviceable Guild can be established. It may be remarked that the benefits accruing from a Lantern Operators' Guild should be of a very far-reaching nature. Benefits that would involve the manufacturers as well as the consumer, and finally give a greater satisfaction to the general public, with the pictures and subjects they are called upon to see.

## OTHER DEPARTMENTS.

Not operators alone, but all branches of the profession should be catered for and should join issue. The important series of articles we start under the heading of "Trade Curses and Cures" shows that similar combination is required among other departments. The manufacturers could work with greater harmony, and the exhibitor could greatly benefit by the co-operation; for apart from a certain improvement in the technics of the trade that would be assured, occasions of repetition of the same subject exhibited by different showmen in one town would be eliminated.

The present disregard for contemporary arrangements for exhibiting in the provinces would be done away with, and living picture exhibitions more evenly distributed throughout the British Isles, with whatsoever modifications and additions they may deem it necessary to make. We have started the ball to roll, but it shall gather its impetus only by the voluntary touch of the outstretched hands of those more fitted to guide its progress. We ask for a greater expression of opinion and a tangible scheme for the government of the Society. If, too, any reader with time and a desire to interest himself in the movement would undertake the secretarial duties, we shall be glad to hear from such.


## Miscellaneous Advertisements.

BARGAIN.—Exhibitor giving up showing would sell High Class Limelight Double Lantern with gas cylinder, gauge, regulator, etc., with all accessories, including sheet 12 ft. square, frame, strong travelling boxes, etc., costing about £25. Well finished Mahogany Lantern, Russian iron lined, and all brass front with curtain effect. Would sell for immediate cash £7 10s.—J. W. COXILL, Kinshasa, 41, Churchill Road, Bcscombe, Hants.

FOR SALE.—Splendid Sets of High-class Lantern Slides by noted makers, plain costing 1/- to 1/6 each will sell at 3d. and 4d.; hand-coloured ditto costing wholesale 1/6 to 3/6 will clear at 6d. and 9d., or would entertain offer for quantities. Series include:—The Thames—Sea to Springs, America, Devon, Cornwall, Round the South Coast, Venice, and numerous illustrated songs and mechanical slides, British Conquest of the Soudan, Scriptural and Missionary subjects, etc. Must be cleared.—J. W. COXILL, Kinshasa, 41, Churchill Road, Boscombe, Hants.

ASTRONOMICAL SLIDES, quantity painted, framed, all good, mostly moving by clockwork (no photos); cheap; cash.—"SLIDES," No. 9, St. Mark's Buildings, Sunderland.

WOOD'S
LANTERNS
Lanterns, Apparatus, Thousands of Slides, Tales, Illustrated Songs, Hymns, and every conceivable subject. Slides from customers own prints and negatives. E. G. WOOD (Dep. C),
2, Queen St, Cheapside, London. E.C.
Cat. (100 pp.), post free, 3d.
AND SLIDES
FOR SALE OR HIRE

SCENE FROM THANKSGIVING AT TSARKOE SELO.
*(Warwick Trading Co.)*

# THE MONTH'S NEW FILMS.

THE halls during September have received many new subjects for their film shows, and, naturally, historical pictures of the Russo-Japanese Peace have loomed well to the front.

MESSRS. GAUMONT & Co., for instance, have an important topical film which cannot but be of interest wherever shown. Through their correspondent, Mons. Gagelski, who is a Russian Court functionary, they obtained a series of the Czar reviewing the Army, and now they have produced a new film representing the demonstration of a new plough before the Czar, and Mons. Witte (the Russian Plenipotentiary, who has just signed the peace treaty at Portsmouth) and the Russian Minister of Agriculture. The scene is an open field, and the procession of the plough, with the Czar and his officials following for some distance, makes one of the finest sets of films of Russian dignitaries we have seen. Three other films in their new list, and worthy of special mention, are "A Visit to the Mint," "A Cruiser in a Rough Sea;" and "When Extremes Meet"—an excellent comic.

THE WARWICK TRADING CO. have also received from their Continental house a splendid film of the Czar at the Peace Thanksgiving at Tsarkoe Selo, and we are glad to be able to give a reproduction of one of the pictures. The Warwick have issued a sequel to their famous "Ex-Convict" in a subject entitled "The Ex-Convict's Wedding," and this film is quite an animated novel, with a happy ending. Their latest comic, called "Catching a Tartar," is screamingly funny from beginning to end, and we have never seen such boxing as Miss Nelson, the lady boxer, performs, for the benefit or otherwise, of the tramps who attack her whilst cycling.

THE EDISON MANUFACTURING CO., of whom we should like to hear more, have a stirring film consisting of scenes and incidents in the Russo-Japanese Conference. It is one of the clearest and most interesting we have witnessed. In this series, the camera men have evidently had the advantage of exceptional facilities in order to take their pictures. If the whole business had been acted on the boards in front of them, they could not have obtained more perfect grouping or more pic-

turesque surroundings than appear in this film. Like most of the Edison productions, the title and sub-titles are part and parcel of the film. The opening scene, showing the Japanese and Russian Envoys departing at the foot of 23rd Street, New York, for Oyster Bay, is admirable and lifelike, the portraits being plainly recognisable. Baron Komura and Minister Takahara, of the Japanese party, and Mons. Witte and Baron Rosen, of the Russian, are seen prominently throughout the picture, and are very much in evidence in the next scene showing their arrival at Portsmouth Naval Yard and their reception by Admiral Mead. In the reception at the Court House, in which an enormous crowd is shown, splendid results are obtained, and the final scenes showing the Envoys leaving the Hotel Wentworth in four-in-hand and motor cars is in keeping with the remainder of the film.

THE KING has been to Edinburgh to review the volunteers, and a battery of animated cameras followed him and recorded very nearly all his movements. The views were good, although the weather was not as favourable as we should have liked. Some of the most enterprising firms had temporary dark rooms fitted up close to the scene of action, and consequently were able to supply their Scottish customers with reproductions of the event the same night. There was a brisk demand for the films, and we are pleased to hear that the long railway journey was not without profit to those who undertook it.

MESSRS. CRICKS & SHARP have a nice hand of new film subjects, their two comics, entitled "Father's Picnic on the Sands" and "The Elephant at the Picnic," should prove attractive to popular entertainers.

MESSRS. PATHÉ continue to turn out subjects of great steadiness and fine photographic quality. One of the best being an industrial film, showing the operations carried on in the great Creusot Steel Works; the value of the film is considerably enhanced by the tinted effects that have been introduced. Their massacre of St. Bartholomew is also a thrilling subject.

MESSRS. HEPWORTH & Co. have brought out one of the best films we have lately seen, called "Rescued by Rover." This story is built up on the plot that an only child is kidnapped by a beggar woman, and is found again through the sagacity of its playmate, a collie dog. The acting is good and the scenery very beautiful, and we are not surprised to hear that there is a big demand for this subject.

MR. URBAN scores again with his latest addition to Urbanora attractions, and scores heavily. Difficulties which seem insurmountable to the ordinary camera man, adverse photographic conditions which portend failure, and innumerable drawbacks and obstacles that seem heart-breaking, and yet indomitable pluck conquers, and another successful and novel subject is added to an already remarkable repertoire. So is it with "Building a British Railway," which has recently been "filmed" by the courtesy of the London and North-Western Railway. In reviewing the film, which appeared at the Alhambra on October 2nd for the first time, one is bewildered at the display of entertaining scenes.

THE following are a list of the scenes as they appear:—

1—*Preparing the Road Bed.*—Blasting the rock bed, steam navvy clearing the cutting, making embankments and levelling road bed, laying rails, gauging and straightening the line.

2—*Rolling Rails at the Crewe Steel Works.*—Throwing rail cuttings into the furnace, pouring 30 tons of molten steel into moulds, hauling ingots to cooling sheds, removing moulds from ingots, rolling the heated ingot into 60 foot rails, cooling and straightening finished rails.

3—*The Coach Wheel.*—Steel ingot pressed and shaped by hydraulic power, then heated and rolled to the requisite gauge tire. The body consists of sixteen sectional teak wood blocks, which are sawn, bored, and gauged, then assembled and forced into the steel tyre by hydraulic pressure.

4—*Building the Passenger Coach at Wolverton Works.*—Arrival of rough logs at timber yards, planning and shaping in carpenter shops. Erecting shops. The steel frame and bogies are placed under the coach body, and the completed coach drawn to the paint shops, from which it emerges ready for service.

5—*Constructing the Locomotive.*—The first picture was secured panorama-wise from one of the gigantic travelling electric cranes, and gives a general view of the erecting shops at Crewe, showing dozens of engines in course of construction. The making and handling of the locomotive frame, boiler, cylinder boxes, turning of driving wheel axles, etc., are vividly portrayed in successive order. The final view depicts the cranes lifting and transporting over the heads of the workmen a finished 90 ton engine.

6—*Working a Railway between Rugby, Crewe, and Preston.*—The day express arriving and leaving stations, showing panorama of scenery and train under full headway. General views of the interior of signal boxes, the great junctions, the "Irish Mail" drawing water at 60 miles an hour, throwing off and picking up mails at full speed, running through Preston station. The final scene of the series was secured from a special photographic car racing the "Irish Mail" and "Scotch Express," the mail train gradually overtaking the photographic car while running at 85 miles an hour, the pictorial result being the height of railway realism.

# Illustrated Interviews, No. 5.

## A CHAT WITH A LEADING OPERATOR.

MR. GEORGE R. BEAUMONT.

WITH an unmistakeable interest, aroused by the exhibitions of animated pictures which Mr. Dan Godfrey, with characteristic knowledge of his patron's tastes, has included in the Bournemouth Winter Gardens' programme during the present season, I was led to seek the acquaintance of Mr. Geo. R. Beaumont, "the man behind the scenes," under whose personal direction the wonders of cinematograph art are nightly portrayed to enthusiastic and appreciative audiences.

Although, to a certain extent, compelled by the nature of his entertainment to "hide his light beneath a bushel," Mr. Beaumont is by no means difficult to discover, and any mysterious impressions which the sight of that wondrous picture, "The Moonlight Dream" and others had created in my mind were dispelled as I found my way into the projecting chamber, the hearty handshake of its occupant setting to flight all visions of necromancy. Mr. Beaumont will pardon me I hope for associating him with any suggestion of "black art"; the responsibility rests with some of the remarkable items of his

exhibition. Being struck with the steadiness of these pictures as compared with many I have seen elsewhere, my enquiring mind prompted a few questions upon the point and I was informed by Mr. Beaumont that the freedom from the usual eye-tiring flicker is principally due to improvements contrived and applied by himself to the projecting mechanism.

From his explanations concerning the functions of the various parts of the apparatus, I could see that Mr. Beaumont undoubtedly possesses an extensive and thorough knowledge of his subject, and upon enquiring if to become competent in such a profession any great amount of study and practical experience was necessary I gathered some interesting facts as to his career.

Starting out in life with a first class mechanical training, he entered into the cinematograph business in 1895, and after a successful tour as chief electrician with the Modern Marvel Co., Ltd., of Edinburgh (a Company joined later by Mr. T. J. West, of Shaftesbury Hall fame), he, with the acquisition of a Rontgen Ray apparatus, visited the principal towns throughout England, and was the only exponent of this class of scientific entertainment whose efforts were rewarded with complete success. The instrument at this time was eagerly awaited by many of the medical profession, who had not had the opportunity of seeing such experiments as those carried out by Mr. Beaumont. At the request of some of the doctors he performed several hospital operations. Arriving in London he was appointed chief operator of the Edison-Thomas Royal Vitascope, and his knowledge of cinematographic apparatus soon stood him in good stead.

Mr. Beaumont exhibited the instrument in most of the Continental cities and towns, and his excellent show commanded what would now be considered fabulous fees. He can be said to be the only operator of that day who is travelling at the present time. Upon enquiry as to whether he was directing other shows,

"Yes," said Mr. Beaumont, "I have an interest in some of the largest shows before the public, and although the operators at these are fully competent men, having received tuition under my direct guidance, I give such important engagements as the Winter Gardens my personal attention."

"With what result?" I asked.

"Success in every possible direction," said Mr. Beaumont. "I had been coming to Bournemouth since 1897, and Mr. Godfrey admits that, after seeing many of the best shows in Britain, my method of reproduction is still ahead of all competition. In fact, my show is to remain at the Winter Gardens as a permanent attraction. During my stay in Bournemouth I have been busily engaged constructing new picture stories, which will eventually find their way to the public through my film producing branch of the business in London. Here are some negatives of new pictures," continued Mr. Beaumont. "These were taken and developed at my temporary laboratory in Bournemouth; and as one who has more than a 'nodding acquaintance' with the tastes of the public (having held the sole managerial reins at one of the largest provincial houses of entertainment), I have little doubt but that prints from these will convulse many an audience."

We expressed our curiosity as to how this continuous supply of fresh subjects is obtained to enable a complete change to be provided each week.

"Ah!" said Mr. Beaumont, "that question is often put to me. The importance of the animated picture is such that journalists, authors, and others given to story writing are now turning their attention to the construction of plots for picture stories, and many an artist also is finding it a new and additional source of income in accepting engagements to take part in these wordless plays."

We remarked that it certainly seemed an easy way to augment one's income.

"Yes," was the reply, "to the man who knows how to go to work and can invent feasible subjects it is a paying game, but he need always be on the *qui vive* for something good. It is the same with myself—a good many people envy what they consider an easy life, "an hour's work of an evening," as I've heard it styled, but the evening show is by no means the only working part of my day. To be successful on such a profession much careful thought and experimenting is necessary, and I am kept busily engaged each day from morn till night in the completion of some novel

developments in connection with the business, the results of which will be heard of at no distant date, and doubtless in the Borough of Bournemouth."

"This sounds like invention," we interposed, "Have you produced anything in this line?"

Mr. Beaumont was too modest to claim much in this direction, but I gathered that he was co-inventor of the wonderful contrivance, which many Bournemouth residents will remember, the Stereo-Bioview,* which was shown for the first time by him, at Mr. Godfrey's complimentary Benefit Concert, 1900, to be transferred later for more than a six month's run at the Empire, Leicester Square, London.

Mr. Beaumont firmly contends that if the cinematograph is to maintain its present popularity, it must in some form or other rely upon the old optical lantern, which has, he regrets, been much neglected as an invaluable adjunct to effective cinematographic projection. With the assistance of the optical lantern, Mr. Beaumont is engaged upon a system of cinematographic production, which to his knowledge has never been attempted, and when one remembers the beautiful show mentioned above, the effects of which were solely obtained by the co-operation of a subsidiary lantern, the subject is undoubtedly in the hands of a capable practitioner.

As becomes an extensive traveller, Mr. Beaumont is full of anecdote and good stories, which we regret want of space will not allow us to repeat. A chat with him shows how enthusiastic and devoted he is to his profession, and one leaves him with regret that such instances of enterprise and industry are rare, and when found are worth recording.

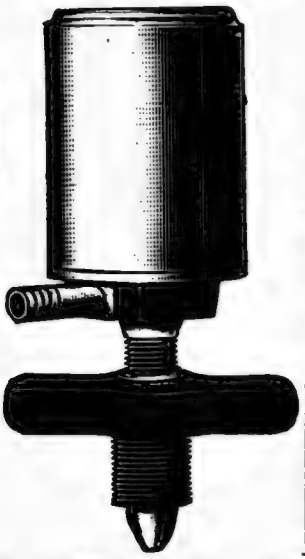
* Mr. Beaumont's instrument called the Sterio-Bioview, has many unique features; but the apparatus has been somewhat misnamed insomuch that stereoscopic effects proper, are not obtained by its use. We mention this fact, to prevent any misunderstanding arising.—ED.

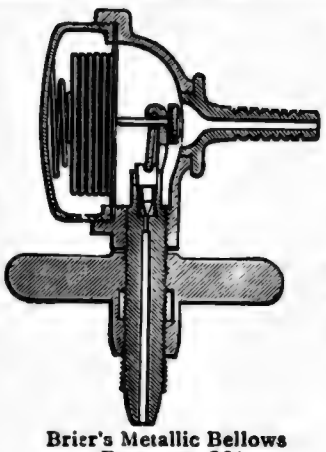
**Rubber Bellows Regulator**

With or Without PRESSURE GAUGE.

Prices:

Regulator only ... ... 20/-
Do. with 4 in. Through Passage Gauge ... 57/6
Do. with 2½ in. Through Passage Gauge ... 46/-

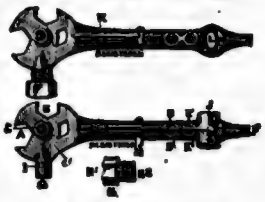




Brier's Metallic Bellows Regulator, 20/-

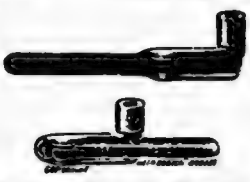
7/6 Fine Adjustment Valves, 6/6
Double 8/- Treble 10/6

KEYS (all of stamped steel)—
Tee, Blacked 1/6 Plated 1/9
Lever 1/9 Gland 1/6



B.P. Combination Blacked 6/6 Plated 7/6

Folding Cylinder Stand for 4 in. Cyl. 4/-; 5½ in. 5/-; 7 in. 6/6



Folding (Murray's Patent), Blacked 1/9 Plated 2/-

Dbl Union (any ptn.) for decanting 6/-, without Gauge Connection, 5/-

Tee Piece for Rubber Tubing, 9d.

Nipple and Union (any ptn) Light 2/- Heavy 2/3

Tee Connection for Gauge & Regulator, 6/6.

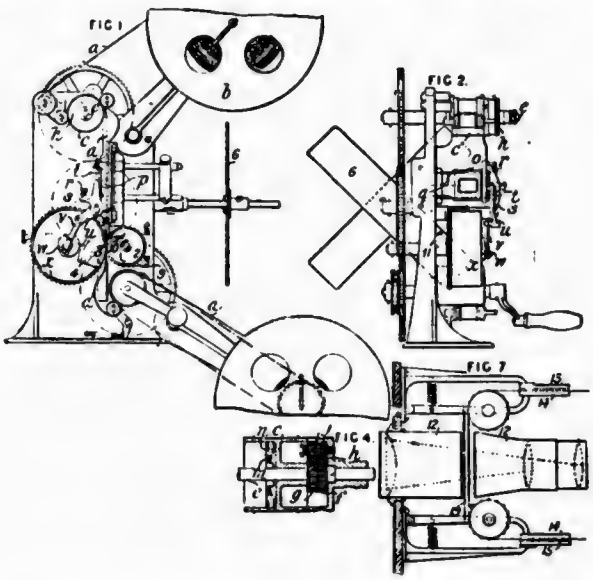
Special Terms to the Trade.

**SCOTCH & IRISH OXYGEN CO., LTD., Rosehill Works, Polmadie. GLASGOW.**

# PATENTS.

**No. 11,821. Kinematographs.** MASON, J.

In kinematographs and like apparatus, in which a continuous film, bearing pictures or photographs of successive phases of objects in motion, is made to pass through the field of a projecting system, means are provided to prevent firing of the film or to check the spread of fire, to enable the pictures to be centered during an operation, and to prevent flickering. Figs. 1 and 2 show an arrangement in which the film *a* passes from the delivery roll *b* over tension rollers to a sprocket wheel *c* driven through differential gear, to enable it to be retarded or accelerated so as to centre the pictures. Fig. 4 shows the sprocket wheel




*c* mounted loosely on the shaft *e*. Two spur wheels *g*, *f*, of unequal values, are fixed to the wheel *c* and the shaft *e* respectively, and gear with a pinion *j* carried by a milled cap *h* mounted loosely on the shaft *e*. These parts are held normally in frictional engagement, so as to rotate together, by a stiff spring *n* and a disc *m* secured to the shaft *e*. The pictures are centered by retarding or accelerating the cap *h*. The film is led from the sprocket wheel *c* between a clamping frame containing the mat, which is in the form of a loose plate *o*, Fig. 2, with an opening. When the film is stationary it is pressed against a hinged frame *p*, Fig. 1, to prevent the spread of fire in case the exposed area of the film is ignited, by a pivoted framework *q* pressed against the mat by a spring *r* acting through a bell crank lever *s* and a bar *t*. The lever *s* is operated by the driving mechanism, to relieve the pressure of the spring periodically. A tappet lever *u*, connected by a rod *v* to a crank disc *w*, may be used for this purpose. A contact screw may be provided at the end of the tappet lever to adjust the release. The film passes from the mat between two gripping drums *x*, 2, the large drum *x* being fitted on a small portion of its circumference only, and the small drum 2 on the whole of its circumference, with felt or like gripping material, so as to cause the film to be fed intermittently, the period of motion being small compared with the period of rest, so as to avoid flickering. The small segment of felt 3 is preferably carried by a small detachable block 4, which can be reversed when worn on one side. The pressure between the gripping surfaces may be finely adjusted by a screw 11, which adjusts a spring operated lever 9, pivoted at 10, and carrying the shaft of the drum 2. An improved effect may be obtained by revolving a four-armed shutter 6 in front of the projecting lens. Tubes of fireproof material 12, Fig. 7, are disposed preferably on both sides of the mat, to prevent any film which may accidentally unroll from falling across the projected rays and being ignited. As a further precaution against fire, the film may pass through shoots above and below the optical axis. Parts of these shoots may be hinged to facilitate the insertion of the film.

# What is Legitimate Trading?

## SOME CURSES AND THEIR CURE. . .

*By J. C. PEPPER.*

I HAVE been asked to write a series of papers on the present condition of the trade for the OPTICAL LANTERN JOURNAL, but in so doing wish it clearly understood that I only speak of the matter as it has been presented to my notice. Doubtless, my views will not coincide with those of many of your readers, but these views are based on fact and can be substantiated, and if antagonistic to the experience of others, it is for them to state the other side of the case, and I am sure in fairness you will give them a hearing. In these papers I intend to show grievances which are endured by both manufacturers, dealers, and showmen, and I trust they may be the means of arriving at a better understanding, and that in the future there may be more harmony between every section of the trade.

### TRADE RIVALRY.

In your last number you agitate for a Guild which would bind operators and workmen closer together. Now I quite agree to the necessity of bringing this important class of our trade into relationship one with another; but I would go further and urge that the senseless friction and ceaseless warfare among the manufacturers and dealers is irritating to the smooth running and advancement of business—a business full of developments and possibilities if energy and intelligence are thrown into it. However, instead of devoting thought and money to improving their goods, the manufacturers give their strength to undermining any possible success which their trade rivals may enjoy. Let us have legitimate rivalry by all means, but surely the ill-feeling and unfair methods that many are becoming notorious for can be dispensed with. "Live and let live" is an axiom which should hold good to-day; but the film merchant has changed it to "Live yourself, and kill your competitor as quickly as you can."

I am fully aware of the means to which some firms are stooping; but is that a reason why others should immediately follow suit, or go a step lower and thus make matters worse? Take the question of

### FILM FILCHING.

I suppose I ought to use a harsher term, for "filching," according to the dictionary, is "petty theft," whereas those who have suffered call the method "daylight robbery," and it is nothing less, for daylight is essential for the robbery.

This nefarious practice is indulged in by dishonest laggards, who find it easier to copy and duplicate the productions of others, and thus make a living on the proceeds of their abominable trade. The duplicated productions I have seen are of a vastly inferior quality to the original, being of a dense, hard, dirty, and unfinished character. The owner of the original is robbed of his legitimate profits, and the exhibitors and showmen who support the pirate by purchasing these duplicates are accessories to the fraud. Unfortunately, many of them are gulled by the flowery inducements and downright falsehoods with which the films are marketed.

## ROBBERY BY RE-ACTING.

Duplicating is not the chief crime. Far worse, to my mind, is it to steal the plot, scenes, and ideas of a successful film, to re-act (sometimes I admit with improvement) and produce the work without the slightest acknowledgment to the originators! Yet this is done, and the system is on the increase. Is this legitimate trading?

## MUSIC PIRATES AND FILM PIRATES.

The music pirate has had his day, thanks to the determined attitude of the trade, who banded themselves into a Music Trades Protection Association and fought for their rights, capturing the robber in his lair and confiscating his wretched productions. With a conviction as to the justness of their cause, and a determination that boded no half measures, they have nearly exterminated these vermin, and this notwithstanding a law that seemed entirely favourable to the evil-doer.

Is it not time some such steps were taken with regard to an even greater evil in our profession? The conception of a suitable idea (in some cases the payment of a large sum to the author for the assignment of a plot), the expense of staging, rehearsing, and carrying out its various scenes; the photographing, altering, and other essential details are all very expensive items, and when the finished article is ready, and the sixpence per foot obtained, it is doubtful how much profit, if any, remains to the speculator, and he who would be successful in the trade must speculate heavily on the chances of a successful film. In fact, ten indifferent subjects to one popular one, I should consider a fair average. But shortly after publication, to find that a rival firm is selling or letting out on hire a film which may have been slightly altered, but which undoubtedly is a re-acted representation of what has taken weeks and much expense to prepare, is enough to drive one to desperate measures.

This is not the only trouble the legitimate film makers have to contend with, for some of the pirates have a small portion of conscience remotely stored in their undesirable brain boxes, or else are too cowardly to go the "whole hog." They pride themselves that they are "not as other men," and so content themselves with

## STOLEN TITLES.

I have been shown conclusively that firms of repute are suffering from mental telepathy or chronic coincidences, which many who do not know them as respectable tradesmen might attribute to other diseases. As an illustration: A firm announce that they will shortly publish a series of films illustrating, say, "The Making of a Motor Bus." To their surprise, an advertisement appears stating that the opposition firm now have on sale their new subject, "From Draughtman's Desk to London Street, or the Building of a Motor Bus." Or one firm will announce that they are about to issue a series of films on "The Life and Habits of the Weazel," and, almost before the announcement is out of the printer's hands, a circular emanates from the opposition giving the synopsis of the successful new film, "The Weazel at Home."

## THE REMEDY.

The remedy lies in the hands of the trade (I can only suggest), in the organisation of some method of co-operation between the firms who *really desire* to conduct business on honest lines; but from what I see something should be done, and that something quickly, or instead of holding a higher place in our commercial life, the trade will sink into the hands of those who will ultimately bring it to ruin. The co-operation would need, however, to be *genuine* co-operation, untinged by jealousy, and this, though difficult, should not be impossible of attainment.

I remember some years ago an attempt was made towards securing this, when a representative from each firm of manufacturers—with one exception—met to discuss the matter.

That these representatives were not animated by a real desire to see agreement and cordial co-operation was evidenced by the fact—which soon became apparent—that each one attended simply to hear what the other fellow had to say, and without desiring in the least that any

scheme of co-operation should be arrived at. As they severally left the meeting place, each was more firmly resolved than before—if such were possible—to go on with the throat-cutting policy which is inimical to all co-operation, and prejudicial to the best interests of the whole industry.

As the folly of this proceeding is now possibly appreciated by the whole of the respectable section of the trade, cannot some strong effort, which I quite believe would be successful, be initiated to bring about cordial co-operation against piracy in any and every form, film copying, idea stealing, price cutting, and misrepresentation. The result to all could not be other than most beneficial.

If an individual with a thorough knowledge of the trade would take up the question, and lay a plan of action before the leading firms, I believe they would readily join issue, and would strenuously fight for what is their very existence. Already individual action has been taken, and I admire the pluck that has prompted the strong methods adopted; but is it fair that the fight should be left to one champion? Concerted action by those most interested will win the day, but delay will make the evil more difficult to overcome.

"Two wrongs do not make a right," so that retaliation by copying every new subject (if they do by chance present one) issued by a "copying" firm, and retailing the copy at cutting prices, only increases, and makes the fraud more common. It is also apt to prove an expensive pursuit.

Another remedy is to issue new subjects under agreement, and then only to substantial showmen; but this again has its drawback as it restricts the manufacture, and the film becomes select but not popular.

My opinion is that each film should bear the private mark of the manufacturer placed at certain lengths in the film, the title and subject should be registered, and strong measures taken wherever copying, re-acting, or infringement of title takes place. But to do this the law must be educated to the necessity, as in the case of the music people. This education can only be obtained by banding together in mutual defence our leading traders, burying the hatchet, and making common cause of the grievance.

(Our next issue will contain an article dealing with Underselling, the Film Lending Library, and the Hire System.)

## ANNOUNCEMENTS WITH THE LANTERN.

THE neatest way of making announcements with the lantern is by means of a typewriter on thin transparent paper. The *Camera* points out that if this is done in the ordinary way the typewriting will be so faint that the letters can hardly be read, but that by using black ribbon, and backing up the thin paper with "carbon," an impression from the ribbon on one side and from the carbon on the other can be secured, which will be so strong that every letter can be read quite easily. Of course, before putting the paper in the lantern, it is enclosed between two clean cover glasses for protection.

## A LANTERN SLIDE HINT.

BEFORE binding up a lantern slide, it is well to make sure that it is thoroughly dry. It is not sufficient that it should feel dry, or that it should seem to be dry in the sense that a negative seems dry before we start to print it. Gelatine absorbs moisture from the air, and even if the slide has been thoroughly dried once, it is not safe to leave it unmounted for any time, and then to bind it up without again drying it thoroughly at the fire. It is still better to give it a coat of celluloid varnish before binding up. If this is not done, and the slide is left long in an oxy-hydrogen or electric lantern, it is almost sure to be ruined.

# Stereoscopic Notes.

## Stereoscopic Views from One Lens.

In one of our American contemporaries a paragraph recently appeared under the above heading, in which the writer claims that, by certain trimming of two prints taken from one negative, such prints will give stereoscopic effect when examined in the stereoscope. This idea is based on a wrong conception of what really constitutes stereoscopic photography; and we are pleased to see that several of our British journals have pointed out the error, the *Optician* and the *Photographic News* being amongst the number. If we carefully analyse the dissimilar pictures of a properly taken stereogram, we shall find that the dissimilarity is not merely in one plane alone, but at every plane at which any object happens to be situated. The images on the retinæ of the eyes in binocular vision vary with every slight alteration of direction of the axes; and if a reproduction of the sensation nature thus produces is to be accurately imitated, there must likewise be a large number of planes presented in the stereoscope for contemplation.

## Revival of the Eclipse System of Stereoscopic Projection.

In the course of a lecture delivered recently before the Vienna Photographic Society, and reported in the current issue of the *Korrespondenz*, Prof. Dr. G. Jaeger describes several devices for stereoscopic work, which, while none is in any sense sensational nor all entirely novel, should occupy those who make the stereoscopic form of photograph their chief interest. Prof. Jaeger has devised a simple form of stereoscopic projector, with the defect, however, that it permits the projection to be observed only by one person at a time. The positive is placed in a lantern provided with two projection lenses, and in front of these latter is rotated a disc, which alternately allows first one and then the other picture to reach the screen. The disc is perforated as shown in the figure, *i.e.*, it contains two series of holes, the distance between circles 2 and 3 being less than that between the eyes of the observer, and that between 3 and 4 being slightly greater than that between the projection lenses. The disc on rotation uncovers first one picture and then the other, and the observer, looking through the half of the disc which lies to the right or left of the projection lenses, sees each picture with the eye corresponding to it. It is found that the two pictures need not necessarily register on the screen in order that the stereoscopic effect should be perfectly observable. This system, although slightly different in detail, is in principle the same as that devised by D'Almeida (1858).

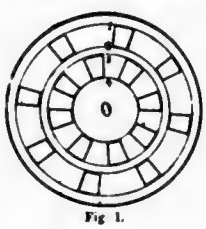


Fig 1.

## The Polari Stereoscope.

Prof. Jaeger has also constructed a stereoscope, in which is applied the property of one Nicol prism to transmit or intercept light falling upon it, according as the light has come from a Nicol prism placed parallel or perpendicular to it. The pair of positives is placed in a projection apparatus such as that required in the method already described, and observed by transmitted light, which light, after its passage through the projection lens, passes through a Nicol prism, and falls upon a screen of ground glass as linearly polarised light. The planes of polarisation of the two positives are arranged perpendicularly to each

other, and the picture as a whole is seen on the screen like any other projection. But on providing each eye with a separate Nicol corresponding in plane of polarisation with the respective pictures, we assign to each eye the observation of the appropriate image, and the result is a true stereoscopic effect. This, again, is not new, Mr. John Anderson, of Birmingham, having constructed apparatus on the same lines, and thoroughly exploited his invention some years ago. Exhibiting before His Majesty the King, then Prince of Wales.

## A Concentration Stereoscope.

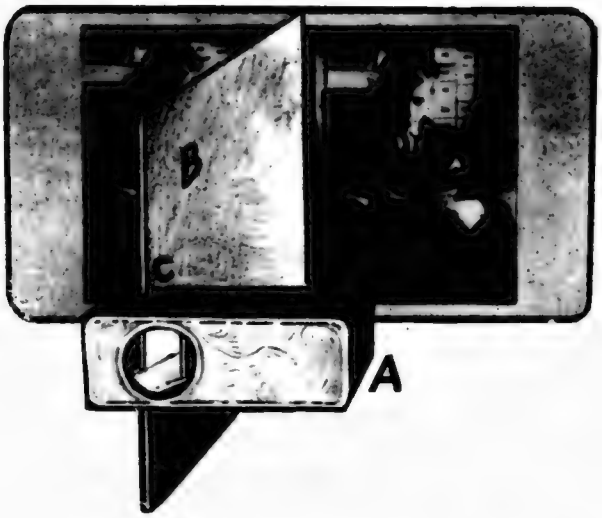
Yet another device by Prof. Dr. G. Jaeger is the concentration stereoscope. On projecting the two stereoscopic images with the projection apparatus image on to a large lens, L, images are obtained at the points A and $A^1$, the distance of which, by suitable choice of lens, can be made to correspond with the space between the normal human eyes.

Fig. 2.

The eyes being placed in these positions, that at A receives light only from the point O, that at $A^1$ only from $O^1$. As the two combine to a single impression, the observer obtains the effect of solidity, and, as the whole of the light reaches the eye, the source of light in the projection apparatus can be very weak.

## A Reflex Stereoscope.

The accompanying illustration shows a new form of portable stereoscope, the effect being obtained by reflection. There is a notch in the back of this little instrument, shown at C in the illustration, by placing a spare stereogram or mount at right angles to the stereoscope, with its edge resting in the notch; the right picture is shut off from the left eye, and the right eye can only see the right picture. By the action of the stereoscope, the right picture is seen not at the point it actually occupies, but a little to the left, superposed upon the left picture. The observer thus sees the two pictures combined, resulting in stereoscopic relief. When the




proper use of the instrument has been acquired in the manner indicated, the card B may be dispensed with. In this case, the left end of the stereoscopic mount upon which the dissimilar pair is mounted, will present an image or images in relief, as before; but a picture on the right is also visible to the left eye. This picture, however, is seen only by the left eye, as being situated to the right of the stereoscopic picture, so that it possesses no stereoscopic qualification. Thus a stereoscopic and non-stereoscopic image is seen side by side, which gives the observer an excellent opportunity of making comparisons between the picture in relief and the one in the plane.

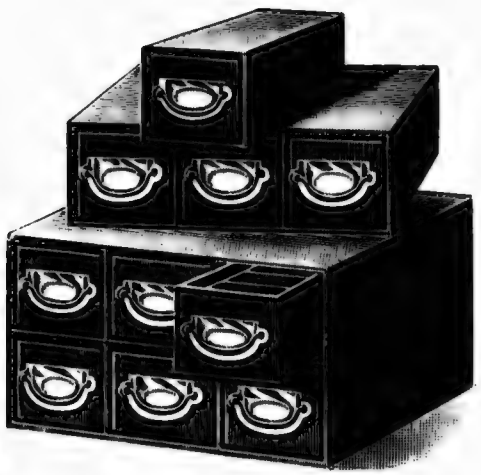
# ROUND THE TRADE.

## R. R. Beard, Trafalgar Road, S.E.

Certainly has a good line in his self-centreing eclipse slide carrier. Among the advantages claimed are the facts that there is no blank screen or total darkness. It is simple to work, slides being inserted and withdrawn from the same end giving a dissolving effect.

## Butcher & Sons, Farringdon Avenue, E.C.

This enterprising firm are making a special feature of lantern goods this season, and have eclipsed past achievements with several decided novelties, which cannot but "catch on." Complete lantern outfits at popular prices will supply the demand of would-be amateurs, in a sensible and compact manner, and the "Primus" lantern slide draw boxes, for their utility should be obtained by both the amateur and professional who believes in carefully and systemically storing his slides. It is difficult to specialise where so many good items are concerned, and in looking through the catalogues so much appears most interesting and useful, that we can only



suggest to our readers the advisability of applying for copies and judging for themselves. A few lines are mentioned in our advertisement pages, but these are only tasters of the hundreds of good things enumerated in the price lists. We find compelled however, to speak of three new lines of especial value to the lanternist:—the Meta high pressure spirit lamp for lantern and enlarging work at the low price of 15/- for which we predict a large demand; the Shamrock hard limes, packed in a new form of tin, and the Ideal lantern stand which for portability, rigidity and utility cannot be beaten.

## Gaumont & Co,, of Cecil Court.

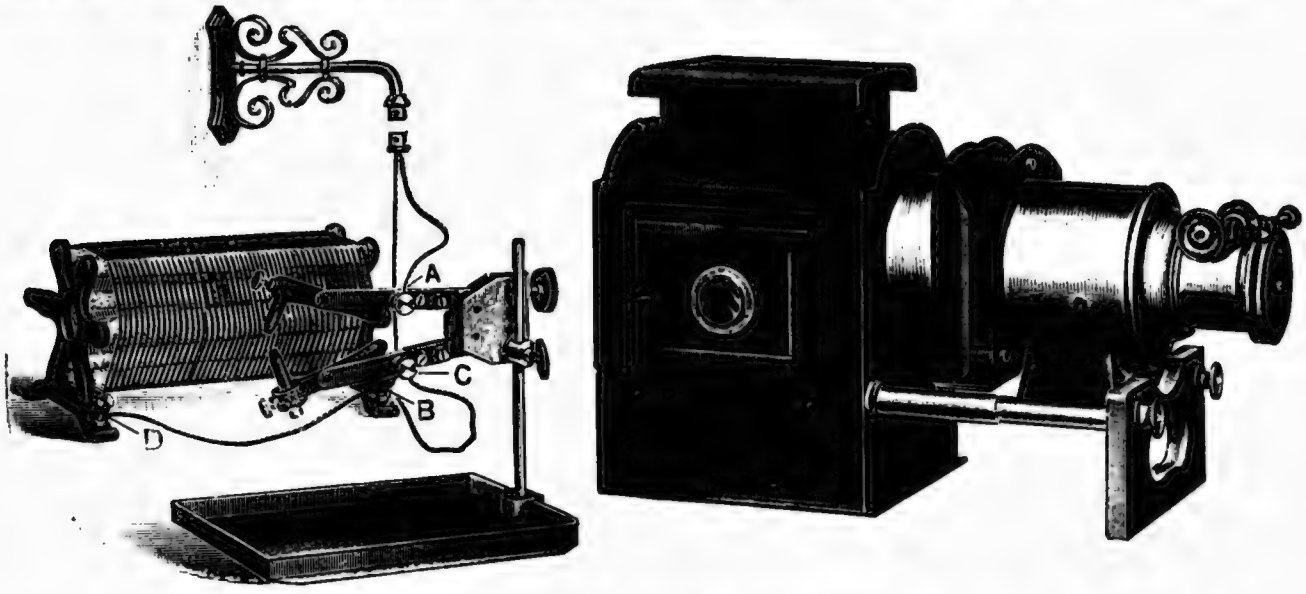
We had an interesting chat a day or two ago with Mr. Bromhead, the enterprising manager, and learnt that the Chronophone, which has now been considerably improved, is to be put on the market at a price which will allow substantial men to obtain a fair price for their show, and leave a nice sum for their own remuneration. In order to keep this select they have decided to sell under certain restrictions, which cannot but benefit those who obtain the instruments. Three vocal films, if they can be described as such, that we witnessed, should be largely demanded by those who obtain machines, namely, the Swing Song, the Curates Song from the "French Maid" and the Laughing Song. All three are effective and true to nature, both from the optical and oral view. In the new laboratories that Messrs. Gaumont & Co. have established at St. James Street, Haymarket, great care has been taken to ensure an even temperature and the total exclusion of that enemy to a clear film, dust from being introduced into the drying rooms. The firm has taken pride in putting down the most modern appliances regardless of expense, in order that they may obtain the finest results and compete not only with film makers in this country but all over the world. The fact that they can develop, print and dry five miles of film at one time, shows enormous capabilities and that Messrs. Gaumont intend to keep pace with the requirements of the trade.

## Walturdaw, Ltd., Dean Street, W.C.,

Have several new films in preparation, in addition to those already noted in our columns. This enterprising firm has just issued a most comprehensive Catalogue, which, in addition to the usual price list of accessories and plant of all kinds in connection with the cinematograph, magic lantern, and photo trades, contains a great variety of valuable and practical information to all interested, whether operators or only private buyers. This Catalogue will be issued to all applicants on receipt of 6d. for postage, and we venture to say that all who avail themselves of the offer will receive full satisfaction.

## Houghtons, Ltd., High Holborn,

Are fully prepared for the season in all departments with novelties and improvements in their excellent goods, but are making a special effort to capture the lantern trade. They are showing some really excellent lines, one of the most popular being the "Reflectum" Lantern (see illustration), which is claimed to be a full-size




lantern at a low price, with all the qualities of the more expensive instruments. Another extremely cheap line is their japanned metal No. 1 Lantern, which will well bear inspection. The "Marvel" Electric Projection Lamp (see illustration) is specially adapted for the use of lanternists in private houses, and, being both cheap and efficient, should prove a popular line. Amongst other lamps, one of the most powerful and brilliant is the "Holborn," giving 160 candle power, with detachable reflector and an improved system of ventilation. A portable lantern screen frame on stand should also be popular amongst amateur exhibitors. It is strong and light, and has the additional advantage of being reasonable in price. Amongst the condensors is a special exhibit, the "Holborn," which has many distinct advantages, the risk of breaking lenses being reduced to a minimum owing to its perfect ventilation, whilst it is practically impossible for moisture to settle on the lenses. An inspection of this well-known firm's showrooms would amply repay all interested.

# SLIDES OF THE MONTH.

### The United Kingdom Band of Hope Union

Who are noted for their Lantern Slides on Temperance and Religious Work, have just issued three new sets of colored slides, which are likely to be immense aids to lecturers and promoters of entertainments during the coming season. "The Storming of Castle Alcohol" is a vivid set, depicting in allegorical form the evils and final overthrow of the drink fiend. The pictures are specially attractive and calculated to rivet attention. "The House that Jack Built," a new setting to an old subject inculcalating a temperance lesson, should prove highly successful. "The Children and their Peril" another popular set, with introductory lecture by Archdeacon Wilberforce, is also calculated to be a great assistance to temperance entertainers. In addition to the slides, the firm also sell neat little booklets upon each subject, which can be had separately. Slides on a great variety of subjects and lanterns by all makers and of all prices are also supplied, either on sale or hire.

### Walter Tyler, Ltd., Waterloo Road, S.E.

Have such an enormous stock in their Lantern Slide Department, that it must be a difficult matter to introduce new subjects. However, they have several new sets for this season's trade, foremost amongst which, in point of interest, as well as excellence, may be particularised the "Nelson" set, which have been specially prepared in view of the Nelson Centenary, with matter specially written up for the occasion. There are 50 slides depicting the celebrated scenes in the life of the Trafalgar hero. Several new sets are added to the Educational series, which have been so popular in past seasons. This firm have originated a unique system of insurance in connection with their slide lending department, by which, on payment of a small registration fee by the customer, the firm takes all risks of carriage, besides securing a considerable reduction of railway rates. An abridged catalogue has just been published, which should be in the hands of all interested in lantern work.

### Messrs. J. & G. Wood, 2, Queen Street, Cheapside, E.C.

Are preparing a new catalogue of lantern slides, which from a cursory glance promises to be of great interest. It includes new slides on every conceivable subject, illustrating new songs, tales, travels, etc. to interest both young and old; educational series for teaching science, history, and geography, the latter being new for this season; sacred subjects, including Tissot's and Hoffmann's series, and comic slides *ad infinitum*. Our readers are invited to write for the catalogue, which will be forwarded to any address after the 15th inst.

### The Sunday School Union, 56, Old Bailey,

Have additions to most of their popular sets, illustrating temperance and religious subjects. In the Evangelistic Services for adults two new sets, "The Wonderful Lamp" and "What is your Life?" should become popular. A special feature is made this season of the Animated Photo Series, which includes four distinct subjects, "At Home and Abroad," "Highways and Byways," "Scenes of London Life," and "From Land's End to John o'Groats."

### The Wesleyan Methodist Sunday School Union, Ludgate Circus,

Have a long list of new slides. One of the Union's special features is their Outline Picture Sermons. In the Illustrated Hymn Section new hymns are shown in black type, which should enhance their usefulness. A new catalogue has been issued, which will be forwarded to any address on receipt of 3d.

### Edwin Dalton, Aldersgate Street,

Are well to the front this season with new subjects. They make a speciality of slides illustrating Services of Song. Amongst the sets in this class may be noted "Old Davie," "Which was the Hero?" and "Warranted all Bristles." They can be had with or without music to the words.

# CATALOGUES AND BOOKS RECEIVED.

### Secrets of Magic,

By WILL GOLDSTON. Messrs. A. W. Gamage, Ltd. At this time of the year, when entertainers are looking round for material for their coming season, this little work will be highly appreciated. The author gives away the show in a very decided manner. Almost every trick described is well illustrated, making the book a valuable reference work for both amateur and professional magicians. Of course, some of these performances require elaborate apparatus; yet there are a great many tricks performed that require only every day utensils.

### W. C. Hughes' Illustrated Cinematograph Catalogue.

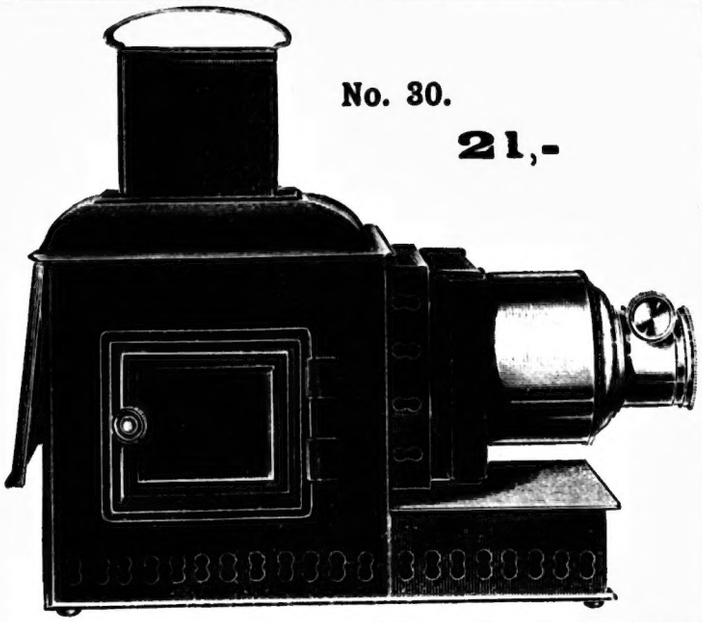
A copy of this Catalogue is to hand. It contains many new pieces of apparatus put on the market for the first time this season, amongst which may be mentioned the "New Condensor Cell." The glass is merely caught at the edges, and pushes in and out; any size and any focus can be used, the one cell taking all sizes and focii. We draw attention to the fact that Mr. Hughes is offering to purchase back, at half price (not less than £10 worth at a time), *i.e.*, if £10 worth of films be purchased, these will be allowed half price for at any time not exceeding three months at home or six months abroad, providing, of course, they are not damaged or scratched. Lantern slides purchased and returned are allowed for in the same manner.

### Tylar's Prospectus of the "Dreadnought" Generator.

A neat little booklet comes to hand from Mr. Tylar, of 41, High Street, Aston, Birmingham, dealing with the merits and use of this popular apparatus. He also sends us samples of his "Silketeen" Lantern Slide Binders; the adhesive material of these binders makes them stick readily to the glass. Those who want a really durable article should write for samples to the manufacturer.

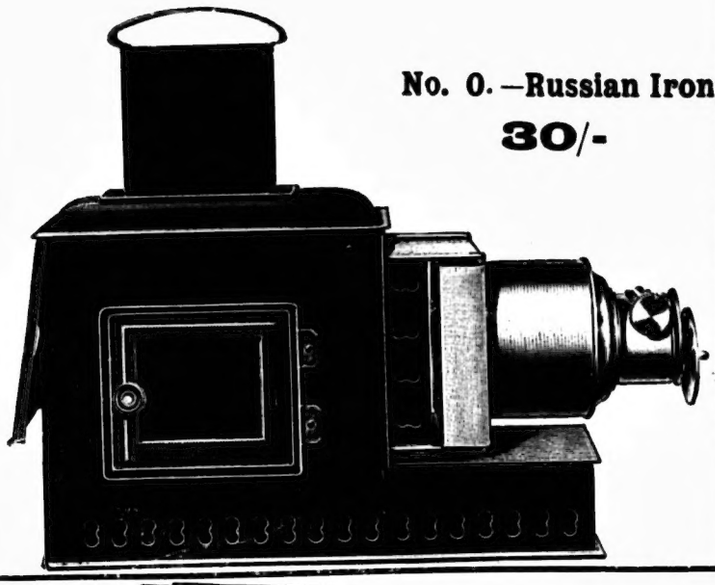
BRITISH MUSEUM 5 OC 1905

# OPTICAL LANTERNS.



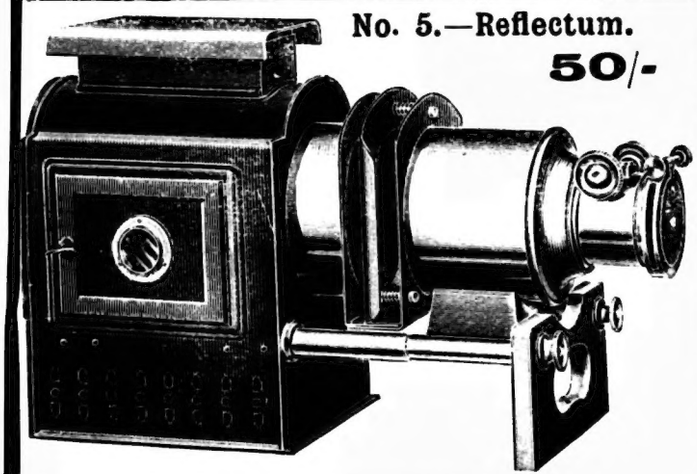
No. 30.

21,-



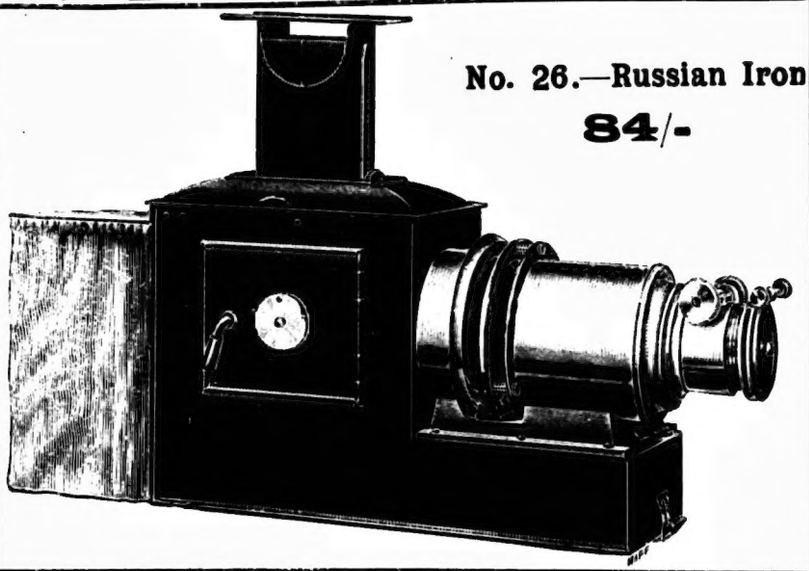
No. 0.—Russian Iron

30/-



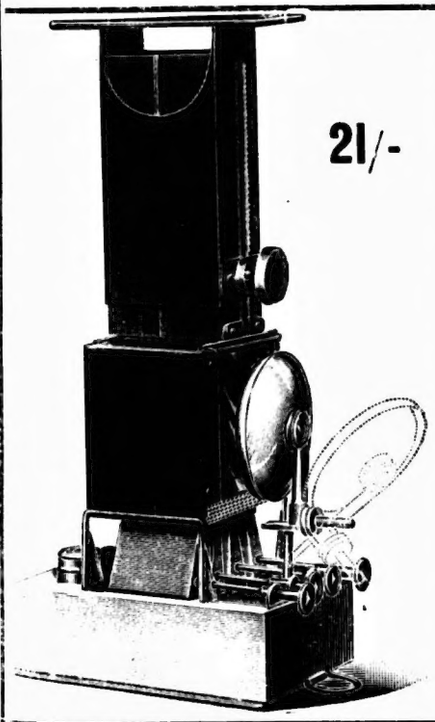
No. 5.—Reflectum.

50/-



No. 26.—Russian Iron

84/-



21/-

## THE "HOLBORN" 160 C.P. LAMP

**Giving 160 Candle Power.**

OFFICIAL CERTIFICATE.

*The "Holborn" Lamp has been carefully tested by me, and has been proved to give an illuminating power*

**Equal to 160 Standard Candles.**

*(Signed)*

ARTHUR ADAMS, F.I.C., F.C.S.

NEW CATALOGUES. OPTICAL LANTERNS.
WINTER NOVELTIES. ENLARGING APPARATUS.
XMAS MOUNTS.

**HOUGHTONS, LTD.** 88/9, HIGH HOLBORN, LONDON,
And at 74/78, York Street, Glasgow

# PHOTOGRAMS OF THE YEAR, 1905.

**A High-Class Art Volume in which the best photographic work of the year is reproduced and described.**

**A book for**

**ALL PHOTOGRAPHERS**
**ALL ARTISTS**
**ALL LOVERS OF PICTURES**

PHOTOGRAMS OF THE YEAR is an annual publication, containing reproductions, in the best possible half-tone, on finest art paper, of the work of the leading artistic photographers of all countries, together with appreciative and critical articles by well known writers.

**THE BEST PHOTOGRAPHY**
**THE BEST BLOCKS and**
**THE BEST PRINTING**

combine to make it one of the most artistic and charming picture-books published. To all interested in Pictorial Photography it is a highly interesting and educative volume, enabling the student to compare the different "schools" and exhibitions. To art lovers in general it appeals strongly as one of the most attractive art publications of the year. To look through it is to delight the eye; to study it is to receive an art education.

**PHOTOGRAMS OF THE YEAR, 1905,** ready in October. Price, in handsome cloth library binding, **3s.** net; in art paper covers, **2s.** net. Postage **5d.**, foreign **10d.** From all Booksellers and Photographic Dealers, or from the Publishers,

DAWBARN & WARD, LTD., 6, FARRINGDON AVENUE, LONDON, E.C.

# GREAT SALE
—OF—
# Lanterns, Slides, Bioscopes.

*HUGHES' GREAT SALE of Lanterns, Slides, and Animated Picture Machines, taken in exchange. New & second-hand at sacrificing prices; must be cleared for new season's stock.*

***THOUSANDS** of slides by all the best makers, York, Wilson, Woodbury and others. From 3d. each plain, 8d. each coloured.*

## GREAT SACRIFICES.

*Sets Rome, English Mansions, Cathedrals, Zoo, Derby, York, Devon, Mont Blanc, English Scenery, etc., etc. Thousands of sets of Tales, Temperance, Moral & Instructive, Humorous, etc., Scripture, Old & New Testament.*

## APPARATUS.

**Malden's Triple**, a superb instrument designed and used by B. J. Malden, Esq., complete with 2 sets highest grade lenses; cost over £100, hardly soiled ... ... ... ... £46 10 0
**Bijou Malden Triple** complete, jets, patent double plug dissolvers, patent registering system, made for the great "Sequah," cost £70, price, equal new ... ... ... 30 0 0
**Wrench Triple**, with triple rack fronts, lenses, jets, taps, cost £75, for ... .. ... 32 0 0
**Patent Clamping Telescopic Fronted Triple**, elegant instrument, top lantern removes, extra foot, three sets lenses, cost £50, for ... ... ... ... ... 20 0 0
*Over a dozen more equally as cheap.*
**Biunial**, Telescopic brass fronts, 3 sets lenses, Malden dissolving tap, solid mahogany body, jets, strong case for travelling, used by the Polytechnic Lecture Society, cost £16, for ... ... 8 0 0
**Biunial**, mahogany body, panelled doors, brass front, long tube with lenses, 2 jets and tap, registering stops, late property Modern Marvel Company ... ... ... .. 5 17 0
**Folding Biunial**, very portable, suit traveller, tap and jets, £16, good as new .. ... 6 10 0
**Aluminium** fronted, Mahogany, feather weight ... ... ... ... ... 7 10 0
**Biunial** by Newton, complete and ready for use in case ... ... ... ... 4 0 0
**Light Portable Biunial**, shop soiled ... ... ... .. ... 4 0 0

## SINGLE LANTERNS, ETC.

**Russian** Iron, with acetylene jets, cost £3/10 1 16 0
**Japanned** Lantern, 3-wick lamp ... 0 6 0
The **Turpuscope**, with vertical slide, changing movement, mahogany and solid brass, £9/9, for ... ... 5 10 0
**Science** Teachers lanterns with Pamphengos lamp, use lime or acetylene, £7/10, for 2 17 6
**Allendale** Single lantern with incand. light, very portable, cost £6/6, for ... 2 10 0
**Science** vertical and horizontal lantern, all in brass, jet, reflectors complete, cost £20, price ... ... ... 4 7 6
**Oxylithe** Generator, £5, for ... ... 3 0 0
**Oxygen** Generator, Riley's, £7/7, for ... 4 7 6
**Oxygen** Generator, Hughes', £6/6, for ... 3 10 0
**Gweyer** Jet ... ... 42/- and 1 10 0
100 **Safety** Jets... ... each 4/6 & 0 6 0
100 **Chamber** Jets ... each 4/6 & 0 8 6
**Arc Lamp**, costing £4/10. for ... 1 15 0
Do., Beaumonts, £3/3 new, for ... 1 10 0
Do., W T C, £4/4 new, for... ... 2 10 0
**Ives Photography in Colours**, photochromoscope with mahogany lantern in strong case, equal new, by Newton, £16/16, for ... ... ... 8 0 0
**Stereoscopic Effect on Screen**, Anderton's patent, biunial, and 450 Analizers in cases, cost £60, for ... 15 0 0

***Immense Bargains in high class effects for Triple and Biunial Lanterns, by the most eminent artists, Hill, Child, Doubell Clark & others. Ask for lists.***

## ANIMATED MACHINES.

**Bioscope**, by the Warwick Trading Co., consisting of Bioscope with automatic light cut off, extra lens for lantern slides, Russian iron lantern (special size) with brass double stage front and cone, fitted with both 4 and 4½ inch condensers, one large Urban electric arc lamp, brass extension, adjustable resistances, with fuse blocks, levers, switches, flexible covered wire, one improved rapid film winder, two 11 inch brass spun reels, combination travelling case and exhibition stand fitted with handles. In excellent condition. Bargain, price only ... ... 23 10 0

Cinematograph "Wray" ... ... 7 10 0
Do., Motophotoscope, cost £35, for ... 13 0 0
Do., "Rowe" camera and projector ... 8 10 0
Do., Photoscope "Hughes" ... ... 9 10 0
Do., Projector only, "Prestrich," takes 700 feet film, A.I ... ... 8 10 0
Do., Imperial Rotograph, new £21 ... 16 10 0
Do., Gaumont's "Chrono" combination... 12 12 0
Do., Reversing Pictoroscope, £60, for ... 25 0 0
Peep Show, outdoor animated, cost £30 ... 14 10 0
Films, 20,000 feet from per foot ... 0 0 1
Bijou Catalogue of Apparatus, etc. ... 0 0 6
Slide List, 60,000 slides ... ... 0 0 6
Grand animated bioscope list ... 0 0 6
Illustrated film list ... .. 0 0 6
Second apparatus and films ... .. 0 0 3

## WE LANTERN THE WORLD.

**Bargain Lists, post free, 2d.**

**W. C. HUGHES & CO., Brewster House, 82, Mortimer Road, London, N.**

# Requisites for Animated Photography.

Should you require

CAMERAS or
PROJECTORS,
RHEOSTATS,
LENSES,
LAMPS, &c., &c.

Write to us for our latest Catalogue which will give you all information.

# Cinematograph Films.

We have by far the largest number of subjects to select from, comprising views taken in every part of the world.

## The Warwick Trading Company, Ltd.,

Pioneers of Animated Photography.

4 & 5, WARWICK COURT,
HOLBORN,
LONDON, W.C.

Telegraphic Address, "COUSINHOOD."
Telephone 1135 HOLBORN.


Printed and Published for the Proprietors, by E. T. Heron & Co., 9 & 11, Tottenham Street, Tottenham Court Road London, W. October, 1903.